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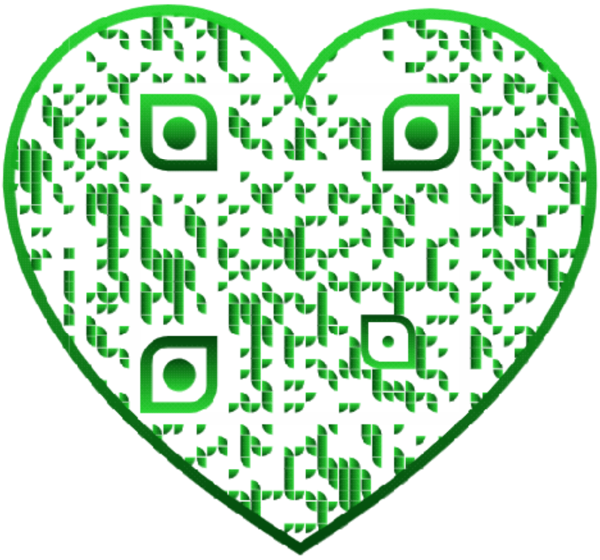

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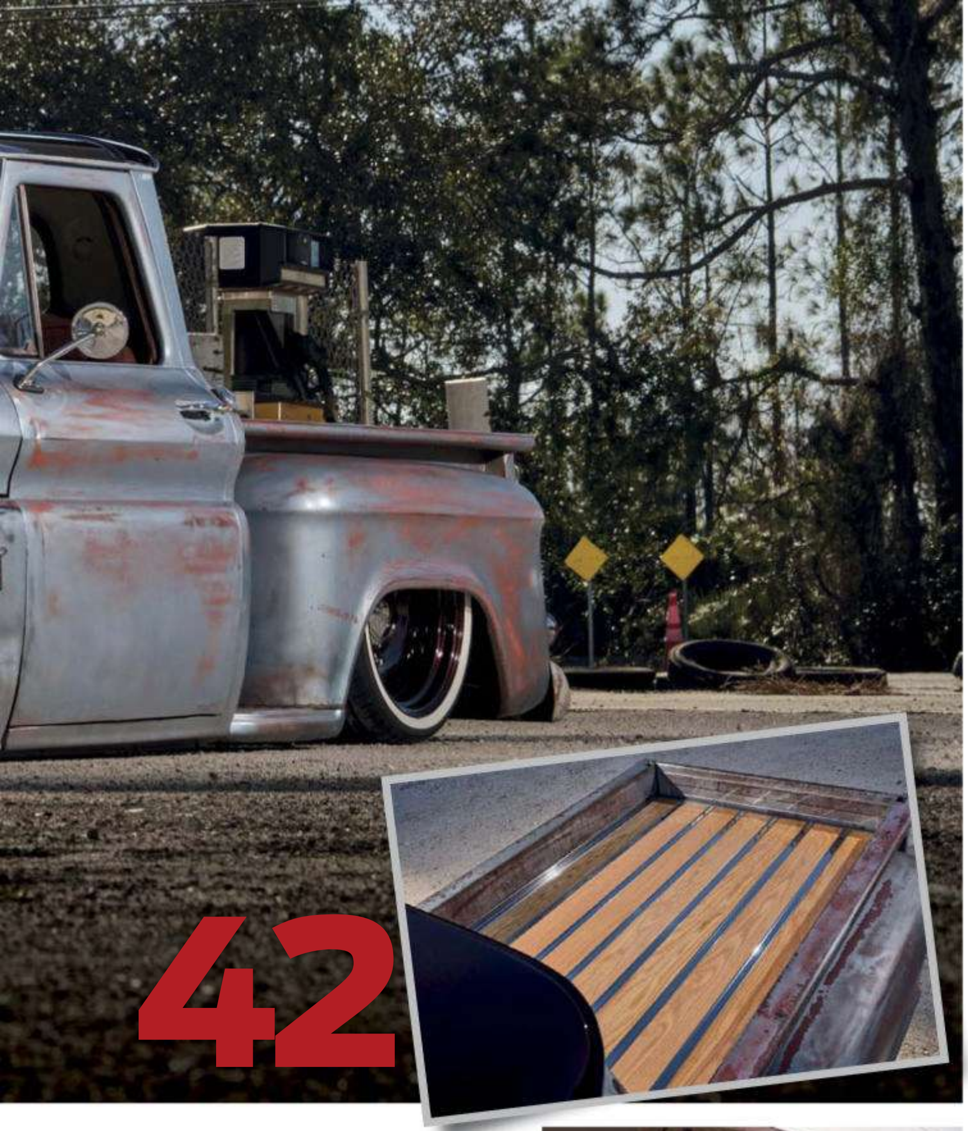

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FROM THE EDITORS OF Street Trucks

SPRING 2025
ISSUE 37

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Editor's Note

By **Mike Alexander**

BALANCING FAMILY, WORK, AND CUSTOM TRUCKS

THIS YEAR, AS I WALK THROUGH THE busy halls of the SEMA show, I can't help but feel a mix of excitement and nostalgia. For me, this annual event in Las Vegas has become more than just a showcase of the latest automotive innovations; it's a celebration of my passion for custom classic trucks and decades given to the automotive industry as a whole.

Juggling my work, passion, and my responsibilities to my family as a professional in the automotive industry is no small feat (especially this time of year). Each year, the SEMA show serves as the perfect opportunity to build and grow professional relationships, but these days I ensure that these hard weeks and months DON'T distract or take away from what truly matters—my family.

My kids have helped reshape my priorities for the better. Having them by my side not only strengthens our bond, but as they get older and start to show interest in the automotive industry, it's more fun to bring them along and see that same sparkle in their eye the first time they see a truck air out flat on the ground!

You see, it's not all about work! We make it a point to enjoy some of these experiences as a family (they're not ready for the Vegas madness quite yet, but some day ...). Of course, the challenge of balancing everything can be daunting at times. There are those times when deadlines loom, and the demands of work can feel a bit overwhelming. I've learned to prioritize and communicate with my family, ensuring they understand my commitments. It's a delicate balance, but the rewards in both my personal life and my automotive pursuits have been well worth the effort.

As the SEMA show wraps up each year, I leave feeling inspired and renewed. It's a reminder of why I originally pursued a career in the automotive aftermarket, and I look forward to what the next year will bring. Ultimately, it's about creating lasting memories and sharing a passion that spans generations. In the end, that's what makes this journey so fulfilling and I look forward to sharing more of it with my boys as they continue to show interest in the custom automotive industry!

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*Compiled by **John Mata Jr***
*Photos provided by the **Manufacturers***

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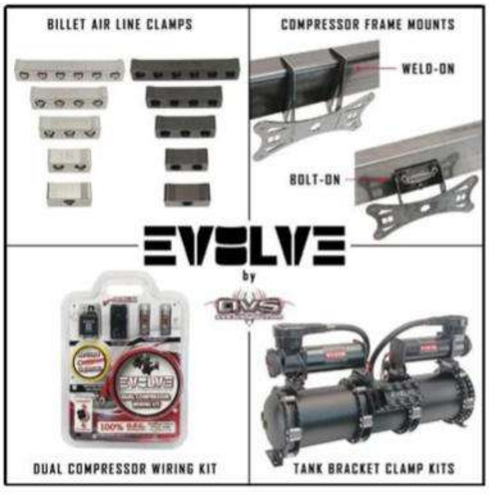

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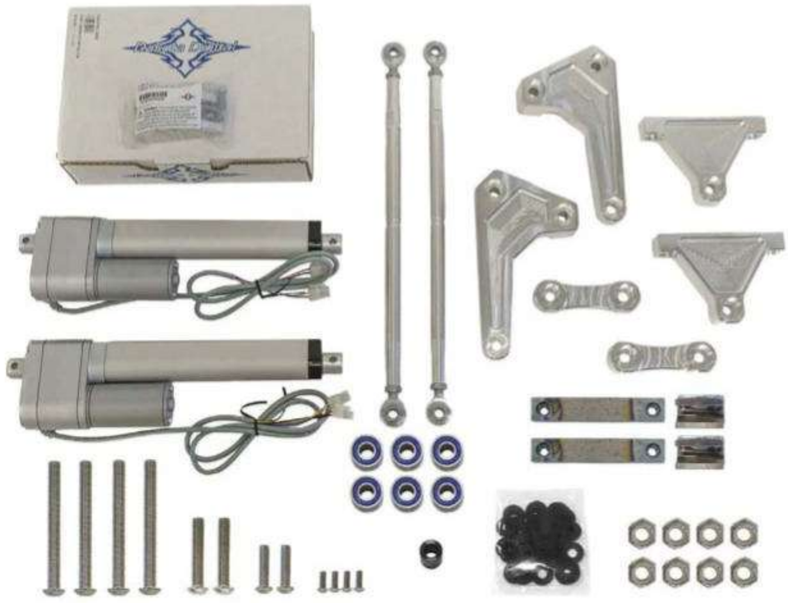

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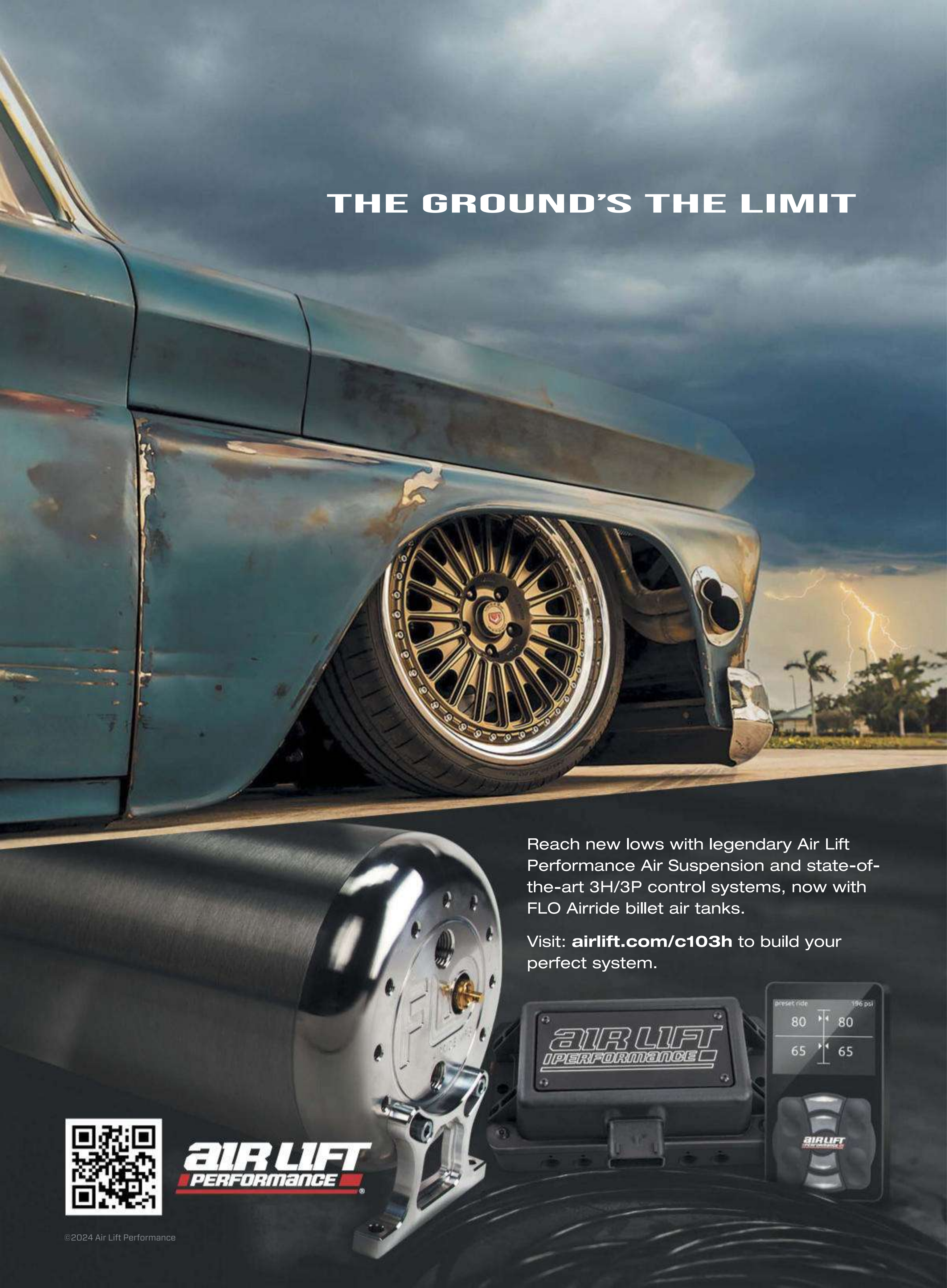
A Custom C10 Masterpiece

Words and photos by ***Victor Lopez***

ERA

WHETHER through years of saving, trading, or late nights in the garage, we all have that dream vehicle we're working hard to create. For Adan Ramirez Ruvalcaba, his passion for custom trucks and cars began in his hometown of Aguascalientes, Mexico. Despite the challenges of building custom vehicles there, Adan's resourcefulness, combined with the help of friends, allowed him to bring several dream builds to life. His inspiration was fueled by publications like Street Trucks and other magazines, which exposed him to the endless possibilities of the custom scene.

One day, Adan found himself with a '67 C10, and the wheels were set into motion for his ultimate build. After five years of hard work, late nights, and countless trades, his vision became reality. The project was entrusted to Israel Espinoza from Centavo's Shop, where the foundation for the truck's transformation took shape. The frame came from a '98 OBS and was meticulously fabricated to fit the C10. Custom touches abound, such as the molded fenders from a '67 Camaro and bumpers, and are all fitted to perfection. Under the hood, a 5.3L engine, accented by billet pieces and a seamless wire tuck, sits proudly.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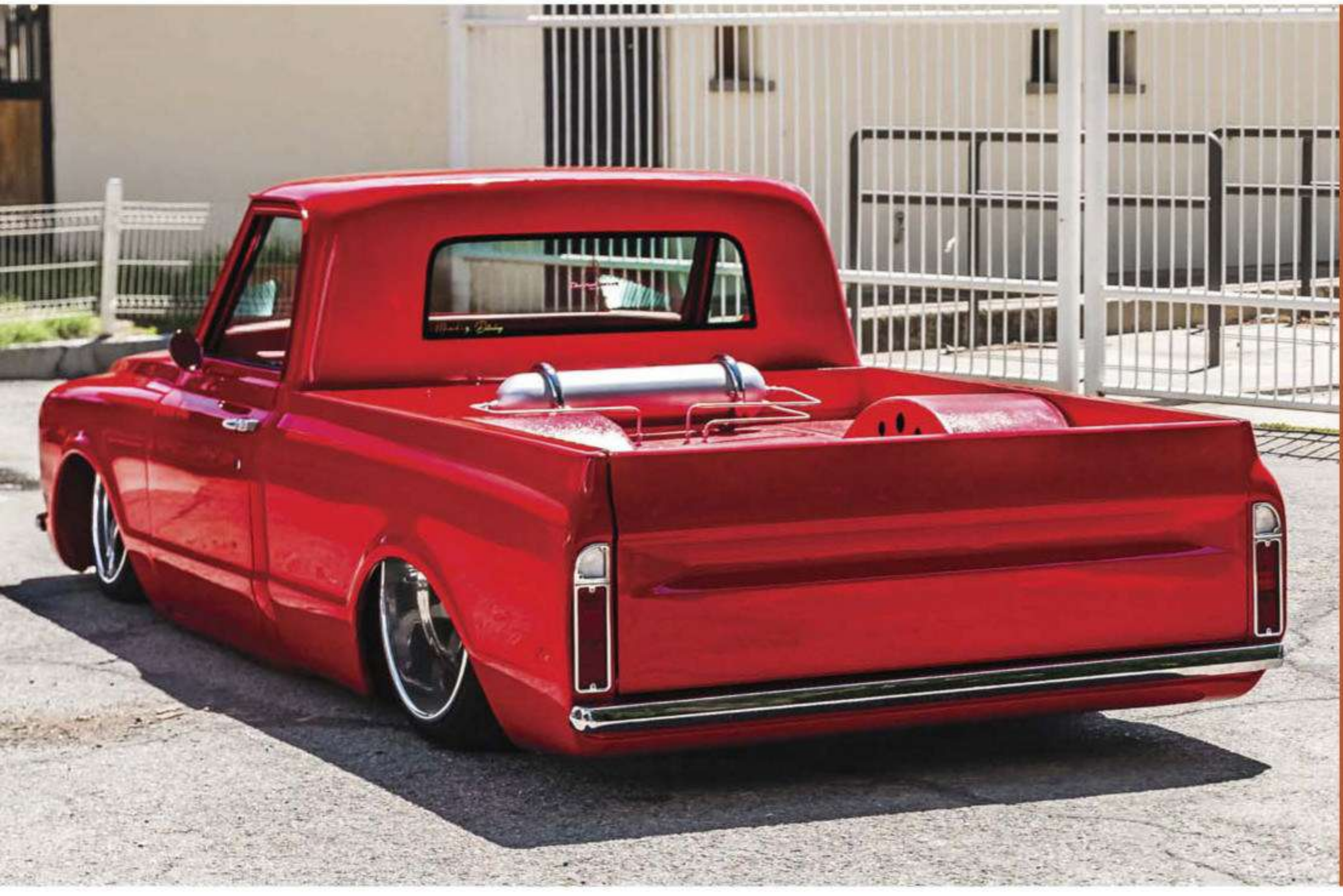
Inside, the truck's interior is a striking blend of retro and modern. A dashboard from a '58 Apache was integrated, becoming an instant conversation piece. The seats from a '95 Cavalier were carefully color-matched to the truck's bold red exterior, creating a cohesive look. In the rear, an '02 Camaro rear axle was modified to accommodate 16-inch-wide Intro Apache wheels, with Camaro brakes to ensure it stops as beautifully as it goes. The air bag suspension on all four corners, combined with a raised bed setup, showcases the intricate wiring and craftsmanship that make this truck stand out from any angle.



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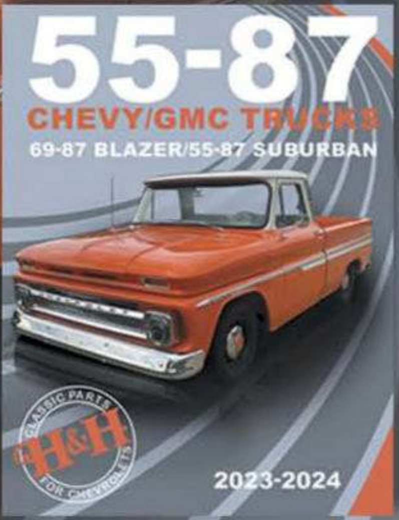
Adan built La Güera to drive, not just to show. Whether he's hitting car shows or running errands around town, this C10 is made to turn heads wherever it goes.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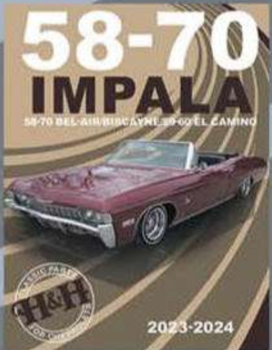
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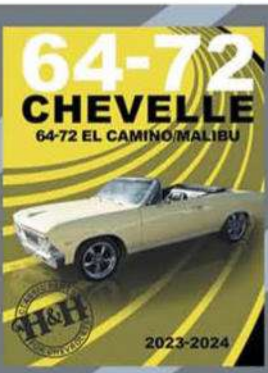
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CHEVELLE
64-72 EL CAMINO/MALIBU
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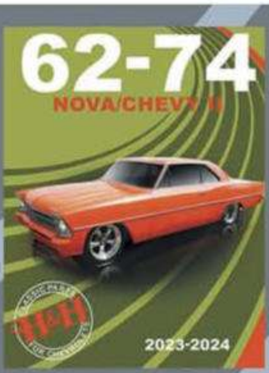
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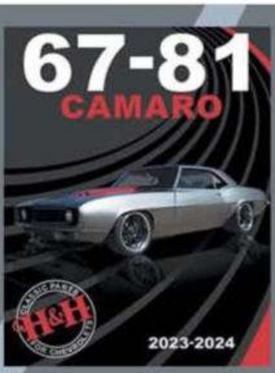
NOVA/CHEVY II
2023-2024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CAMARO
2023-2024

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La Güera is more than a truck—it's a testament to Adan's dedication, craftsmanship, and love for the custom scene.

Adan built La Güera to drive, not just to show. Whether he's hitting car shows or running errands around town, this C10 is made to turn heads wherever it goes. And while this build may already seem perfect, Adan's not done yet. He's already dreaming up its next evolution, ready to keep up with trends while maintaining his signature attention to detail.

La Güera is more than a truck—it's a testament to Adan's dedication, craftsmanship, and love for the custom scene.

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MEXICO 2024

The Ultimate Destination for Truck Enthusiasts

Words and Photos by ***Victor Lopez***

WHILE MEXICO HAS long been a top destination for year-round relaxation with hotspots like Cancun, Puerto Vallarta, and Tulum drawing crowds of sun-seekers, a different kind of energy is stirring in Aguascalientes. This vibrant city is home to one of the most anticipated classic truck events of the year: The Chevroleteros' Annual Truck Show.

This year's event saw an impressive turnout with over 3,500 attendees, more than 800 trucks and vehicles, and representation from 140 clubs all across Mexico. The show's growth has been remarkable, with each year bringing better craftsmanship, innovative designs, and the same unmistakable good vibes. Truck owners, builders, and enthusiasts arrive as early as Friday to soak in the atmosphere, though the main event kicks off on Sunday. Some even made the journey all the way from Texas to showcase their rides in their homeland.

The beauty of this event lies in its inclusivity. Whether you're a seasoned pro or just starting on your truck build journey, The Chevroleteros' show welcomes everyone. The camaraderie is infectious, as the community comes together for an unforgettable weekend.

Even though the 2024 show has just wrapped up, the buzz for 2025 is already in the air. With plans to invite even more participants from across the border, next year's event promises to be even bigger and better, and of course, we'll see you there!

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CHEVROLET

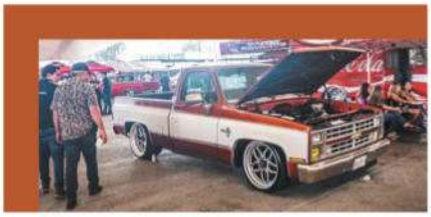
PACKO'S SHOP

GMC

ROMEROS

COQUETA

MEXICO 2024



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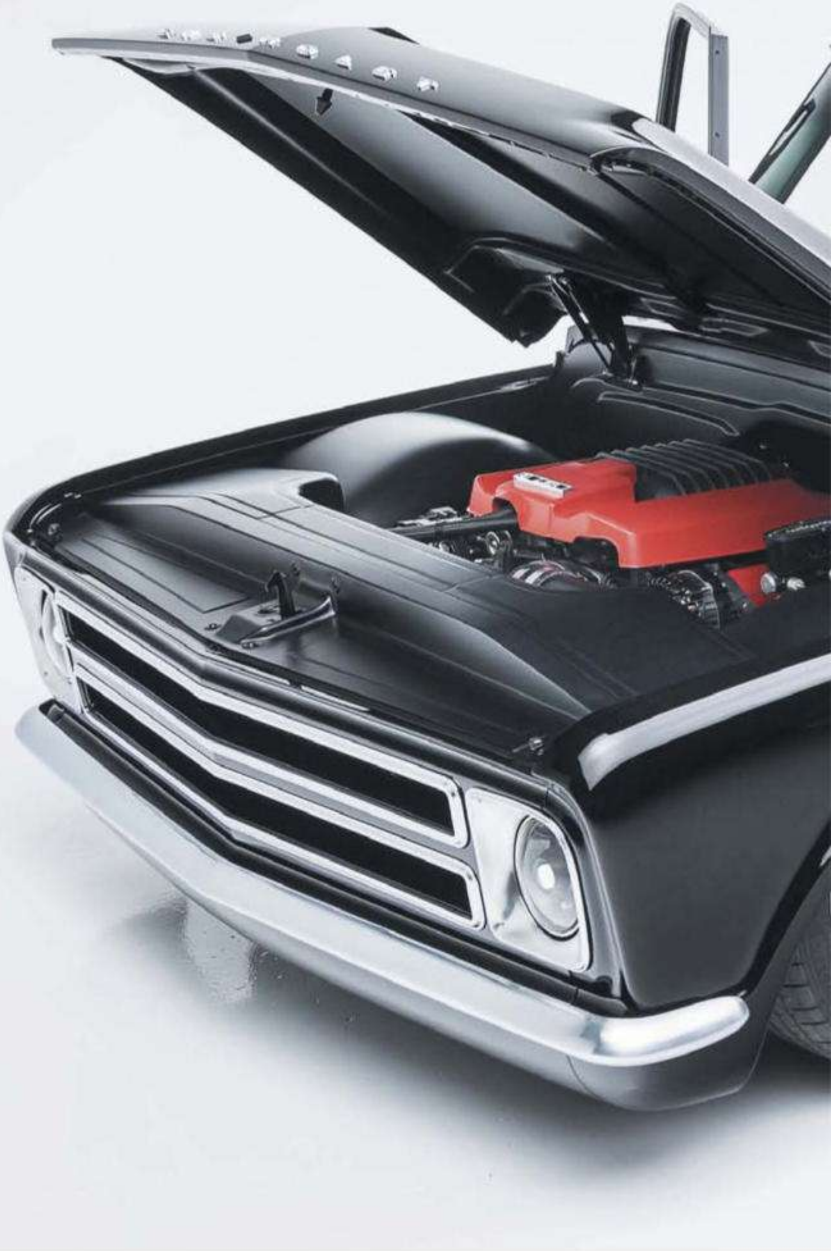
From Basic to FULL CLOSER

Words by **Brandon Burrell**
Photos by **Bart Cepak**

MOST OF us have good build ideas when we buy a new project truck. Whether it's a full out custom build or a cool daily driver, we know what route we want to go when we start. Brandon Putzier from Meridian, Idaho, knew exactly what he wanted when he picked up his 1968 Chevrolet C10—just a nice lowered cruiser that he and his wife Karen could hop in and take out on date night or a trip to the store. But, like many of us have experienced, those plans quickly changed. Going down the parts research rabbit hole, Brandon figured out he could take the truck to a totally new level with a few more upgrades than he originally planned.

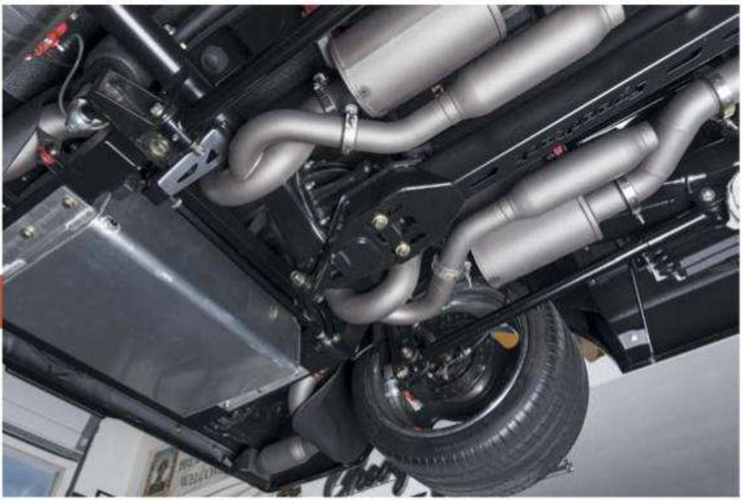


manual
170 psi
156
142
155
155
airlift performance

From what started as a simple project has obviously turned into the over-the-top, super classy truck you see here. Brandon has taken the truck to numerous shows and racked up the awards.

After deciding that a short wheelbase chassis from Speedtech would be the route to take, Brandon got with Mar McIver at McIver Custom Fabrication in Meridian, Idaho, to handle this task. But first, the chassis and parts were sent to JB Laser in Boise, Idaho, to lay down the powdercoating. The new chassis rides on Ridetech 5-inch Shockwaves in the front and 4-inch Shockwaves in the rear—all controlled by two Viair compressors. To complete the rolling chassis, staggered 20x10 and 20x12-inch US Mag Big Slot wheels were added. The new wheels were wrapped in Michelin Pilot Super Sport tires, 285/35-20 and 335/30-20 respectively. Tucked behind the wheels is a set of 4-piston Wilwood brakes with a Wilwood master cylinder, CPP hydroboost and custom brake lines.

With the rolling chassis complete, it was time to find an engine to make the truck not only sound good but make it a blast to drive. For this, the original 1968 engine was scrapped, and a Chevrolet Performance LSA crate engine was added. Knowing



a basic, out-of-the-box engine wouldn't cut it with the new plans Brandon had for this truck, it received Brian Tooley pushrods, platinum springs, retainer, and cam kit. It also got some CTS-V Performance lifters, stage 3 LSA cam, 2-inch Ultimate headers, IFC 1050cc fuel injectors and a Holley oil pan. Controlling everything is a new BP wiring harness and an E85/flex fuel conversion. For most people, this level of performance would be more than enough, but not for Brandon. He also added a Kong Performance ported supercharger, Griptech 2.55-inch upper and DSX lower pulleys with an ATI harmonic balancer. There are two 255

BUILD SPECS

OWNER
BRANDON PUTZIER
- **Vehicle:** 1968 Chevrolet C10
- **Location:** Meridian, Idaho

ENGINE/ POWERTRAIN
- Chevrolet Performance LSA crate engine
- Custom engine mounts
- Holley oil pan
- BP wiring harness
- Brian Tooley stage 3 LSA cam
- Brian Tooley pushrods, retainers, platinum springs and cam kit
- CTS-V performance lifters
- FIC 1050cc fuel injectors
- 2-inch Ultimate Headers
- 3-inch custom exhaust with Corsa mufflers
- E85/ flex fuel conversion
- Kong Performance ported supercharger
- Griptech 2.55-inch upper pulley
- DSX lower pulley
- ATI harmonic balancer
- Two 255 Talbro fuel pumps with DSX harness
- 1000hp
- Engine work by owner, Jason Craig and Mark McIver
- Tuned by Powerlabs in Boise, ID
- Chevrolet Performance 6L80E crate transmission
- Shallow trans oil pan
- Custom stall converter
- Ultimate Transmission torque converter
- Trans cooler under bed
- Lokar shifter
- Billet intermediate shaft and hub
- HD pump and valve body
- Ford 9-inch rear axle
- 3.70 gears with limited slip
- Ultimate Transmission in Garden City, ID handled the transmission work

CHASSIS/ SUSPENSION
- Speedtech short wheel base chassis
- Ridetech 5-inch Shockwaves in front
- Ridetech 4-inch Shockwaves in rear
- Dual Viair compressors
- Sweet rack and pinion
- Chassis work by McIver Custom Fabrications
- Powdercoating by JB Laser

WHEEL, TIRES & BRAKES
- 20x10 and 20x12 US Mag Big Slot wheels
- 285/35-20 and 335/30-20 Michelin Pilot Super Sport Tires
- Wilwood 4-piston brakes, master cylinder
- CPP hydroboost
- Custom brake lines

EXTERIOR & PAINT
- Bed sectioned 5 inches
- Slosh Tubz front tubs
- AMD rear tubs
- Shaved side markers
- Relocated tailgate handle
- Relocated gas cap
- Delmo Speed door handles
- Roll pan
- Dapper 7-inch LED headlights with turn signals
- BNCO grille inserts
- First gen Camaro front bumper
- Work by Treasure Valley Street Rod in Boise, ID

INTERIOR
- Custom bench seat by McIver Custom Fabrication
- Seat frenched into the back of the cab
- Black and red leather and Alcantara
- Shaved dash
- Custom headliner, door panels and dash pad
- Hidden buttons
- Cup holders
- 4-inch sub
- Custom billet dash bezels
- Sparc Industries Truss steering wheel
- Dakota Digital RTX gauges
- Seat upholstery by Interior Revolutions in Nampa, ID
- Remainder of interior by Modern Upholstery in Nampa, ID

1968 CHEVY C10

Walbro fuel pumps with a DSX harness to turn the second pump on after 10lbs of boost. All engine work was handled by Brandon with the help of Jason Craig and Mark McIver while Powerlabs in Boise, Idaho handled the custom tune. All said and done, this C10 once planned to be a basic driver, now has 1000hp.

A Chevrolet Performance 6L80E crate transmission with a billet planet custom stall converter and shallow oil pan. There was also an Ultimate Transmission torque converter added and the new trans cooler was mounted under the bed. The custom transmission work was handled by Ultimate Transmission in Garden City, Idaho. Once the power leaves the transmission, it is fed to a Ford 9-inch rear axle from Dutchman Axles in Meridian, Idaho to put the power to the ground.

With the underpinnings and engine ready to go, it was time to start on the body.

The bed was sectioned and raised 5 inches while keeping the factory lines all the way around. A roll pan was added and the tailgate handle and gas cap were relocated. Side markers were shaved for a cleaner look while the Delmos door handles and a first-gen Camaro front bumper were added for a completely different look. Up front, the factory grille received BNCO inserts and Dapper 7-inch LED headlights with integrated turn signals. Slosh Tubz in the front and AMD rear tubs ensure the tires are covered as well. Once all the metal work was massaged to be laser straight, the PPG single stage black paint was sprayed. Jeff Reed, Chris Mull, and Jose Ortiz at Treasure Valley Street Rod

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in Boise, Idaho, handled the flawless work on the body.

With the exterior, engine, and chassis turning out so clean, Brandon knew he had to give the interior the same level of love. The dash had some parts shaved and was modified for a cleaner look. The custom bench seat by McIver Custom Fab was frenched into the back of the cab while the headliner, dashpad, and door panels were custom built. All of the buttons were hidden while a phone charger, cup holders and a 4-inch sub make driving more comfortable.

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13523

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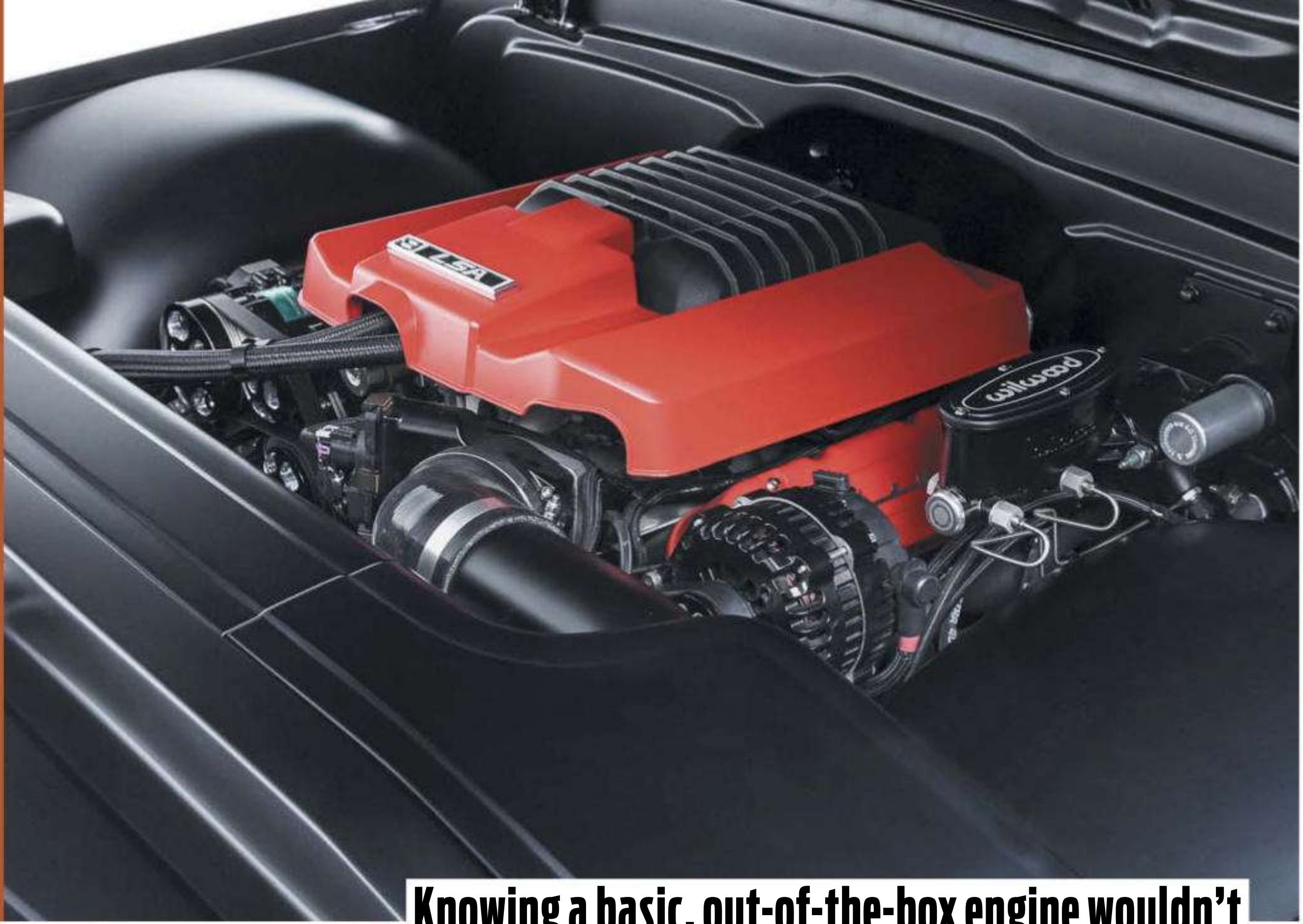

Knowing a basic, out-of-the-box engine wouldn't cut it with the new plans Brandon had for this truck, it received Brian Tooley pushrods, platinum springs, retainer, and cam kit.

The stock gauges were swapped for Dakota Digital RTX gauges and the dash now has custom billet bezels as well as a Sparc Industries Truss steering wheel. To make the interior look this good, Brandon had Interior Revolution handle the seat upholstery while Modern Upholstery did the rest. Both shops are in Nampa, Idaho.

From what started as a simple project has obviously turned into the over-the-top, super classy truck you see here. Brandon has taken the truck to numerous shows and racked up the awards. This three-year build was thought out and planned to ensure it would be a one-time project. That is one thing Brandon wanted to point out for those looking to take on a project like this: Take your time and do it right the first time, even if it takes longer than planned. It's better to have it done only once.

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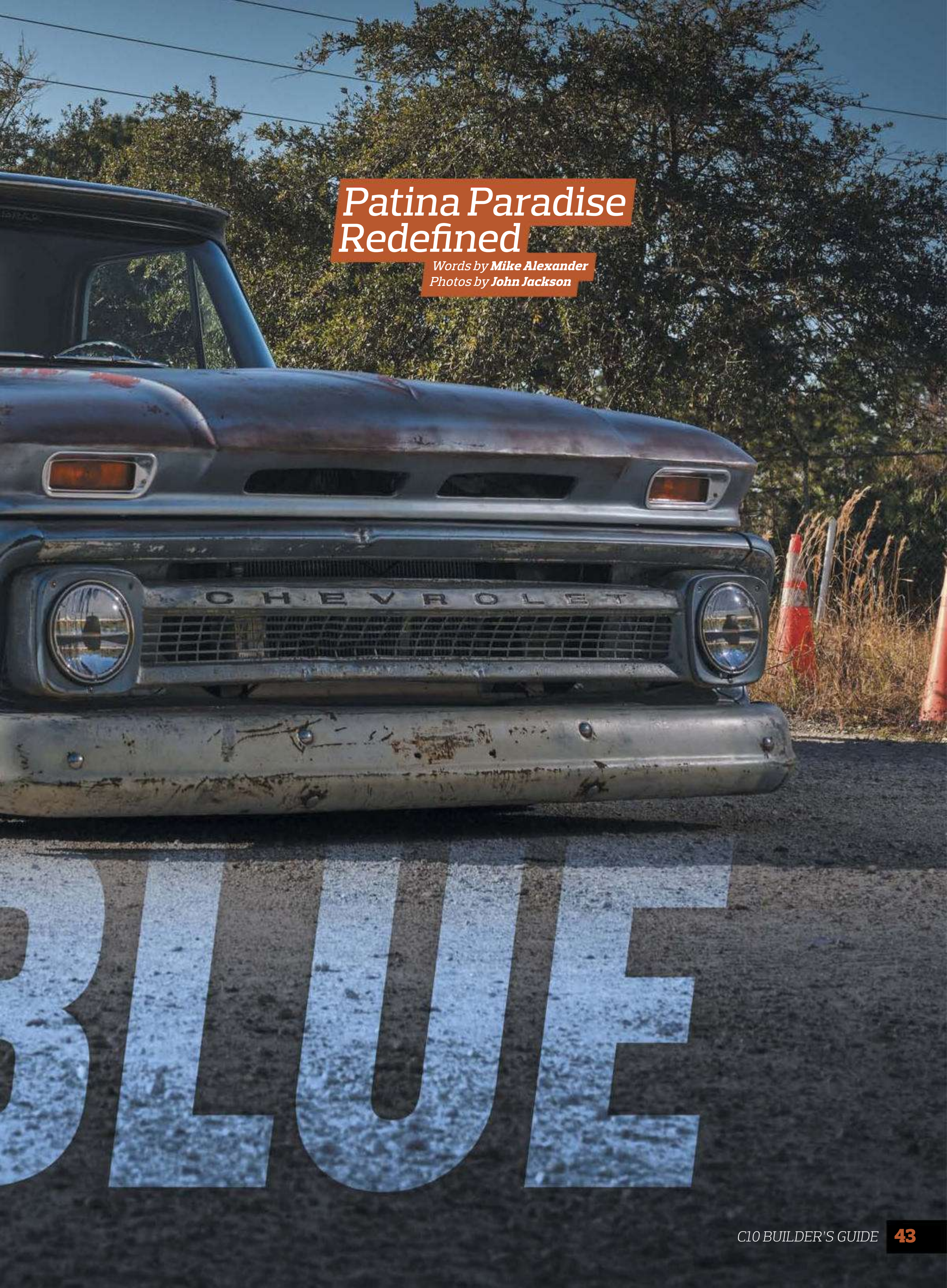


BLUE

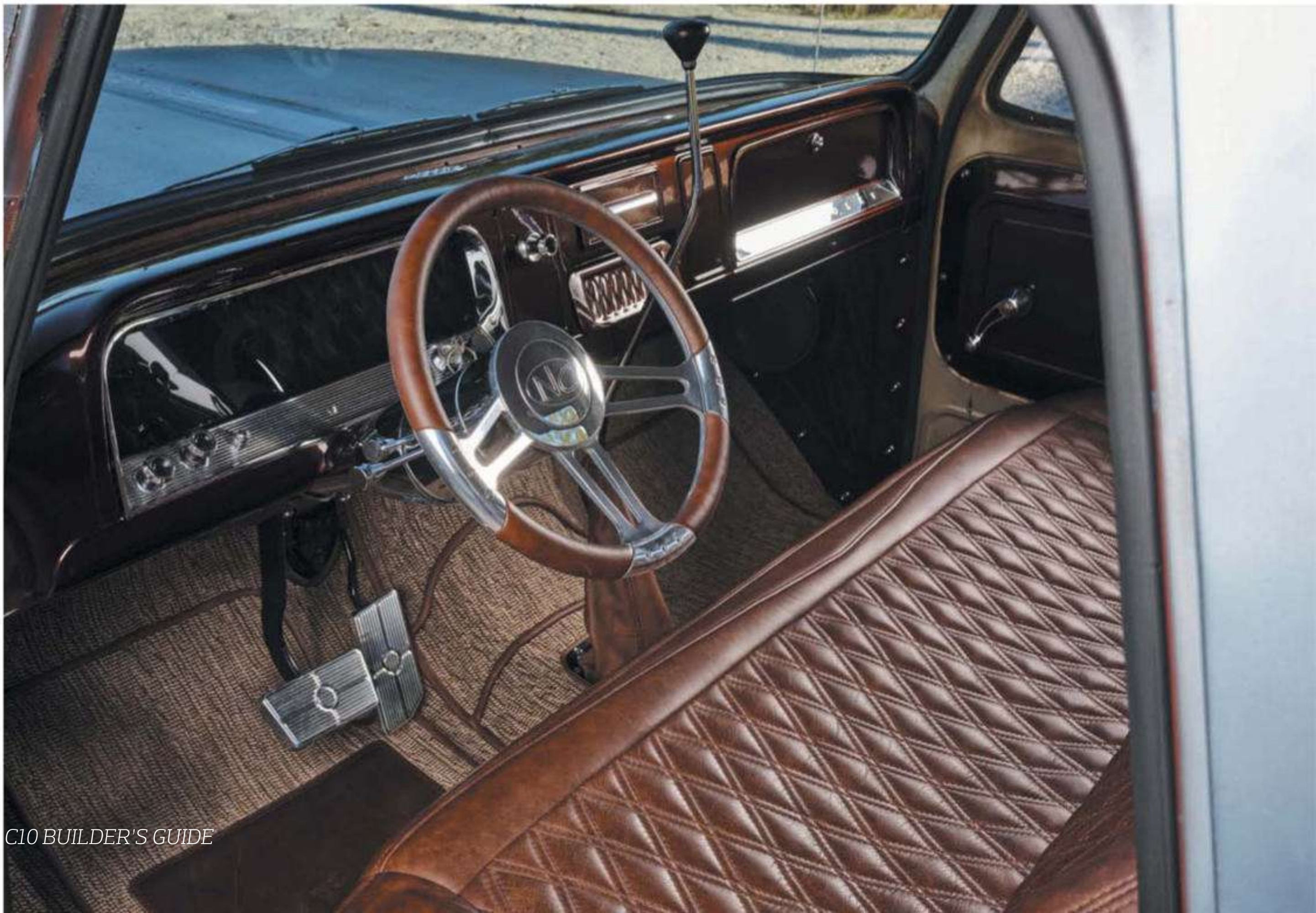
Patina Paradise Redefined

Words by **Mike Alexander**
Photos by **John Jackson**

JAY CHURCH, A NAME WELL-KNOWN IN THE automotive industry, has graced the pages of numerous magazines, which have included his two cover trucks in Street Trucks magazine, his cars, and even multiple big-wheel bagger builds over the years. Life gets in the way, as we all know, and after stepping away from the truck scene for several years—during which time he only owned a bagged 1965 Cadillac—Jay decided it was time to re-enter the truck world. With the Negative Camber 30th anniversary show and Slamboree less than a year away, Jay knew he had to make a stylish return. But as of September 2021, he didn't have a truck.

Tragedy struck when Jay's good friend, Leo Renaud, passed away. Leo left Jay a motorcycle, which Jay sold to another friend, Phil Snow. This sale gave him the funds needed to start a project that would become known as OleBlue. Jay found the truck in South Florida, freshly LS-swapped by Armageddon Speed Shop in Stuart—a solid starting point.

Jay quickly began gathering parts and booked an appointment with Ryan Spehn at Pro Fab in Florida to get the truck on the ground. His



CHEVROLET

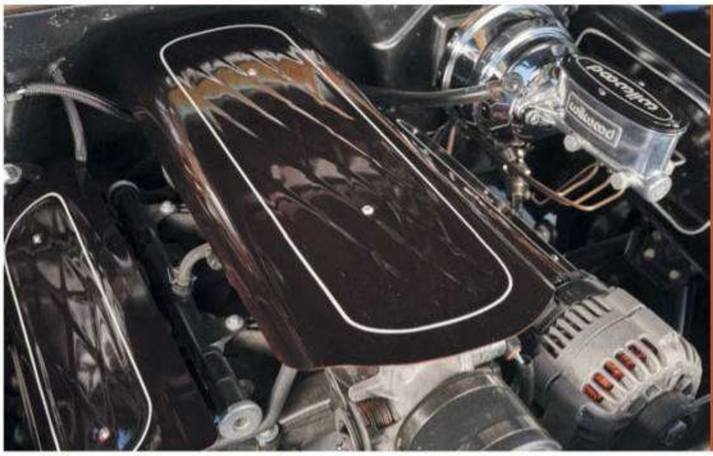
wilwood
wilwood

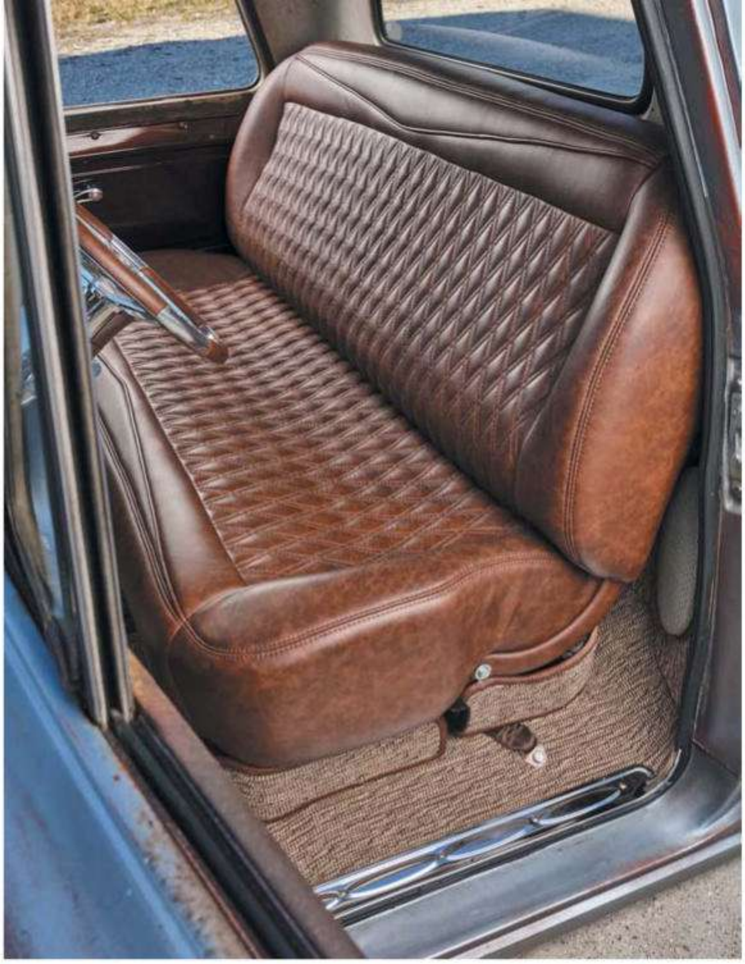
CHEVROLET

next call was to his Negative Camber brother Jayson Pang at CAMods, who supplied him with a GSI front crossmember section to get the C10 as low as possible. To control the truck's air management, Jay turned to Kevin Grunion at Grunion Fabrication, who provided all the necessary air-ride components. Jay also reached out to Switch Suspension for new hood hinges and a seamless air tank to accommodate the truck's lowered stance.

With the truck now laying flat and the GSI frontend installed, Ryan at Pro Fab worked his magic, creating a full custom back section for the truck. Once the altitude adjustment was complete, Jay contacted Odis at Gowen Mountain Speed Shop for custom wheel tubs and core support covers. After test fitting, these parts were sent to Jeff Crumpler at Precision Powdercoating, where they were coated in black and then painted Tropical Glitz Luscious Toffee by Phil Snow. The finishing touch was added by Mikey Ayers, who pinstriped the pieces, along with highlighting the Chevrolet logo on the grille and tailgate, and adding a striking design on the hood.

The engine covers for the LS motor were handcrafted by Killa Kustoms Rod Shop, painted Tropical Glitz Luscious Toffee by Phil Snow, and pinstriped by Mikey Ayers once again.





CHEVROL
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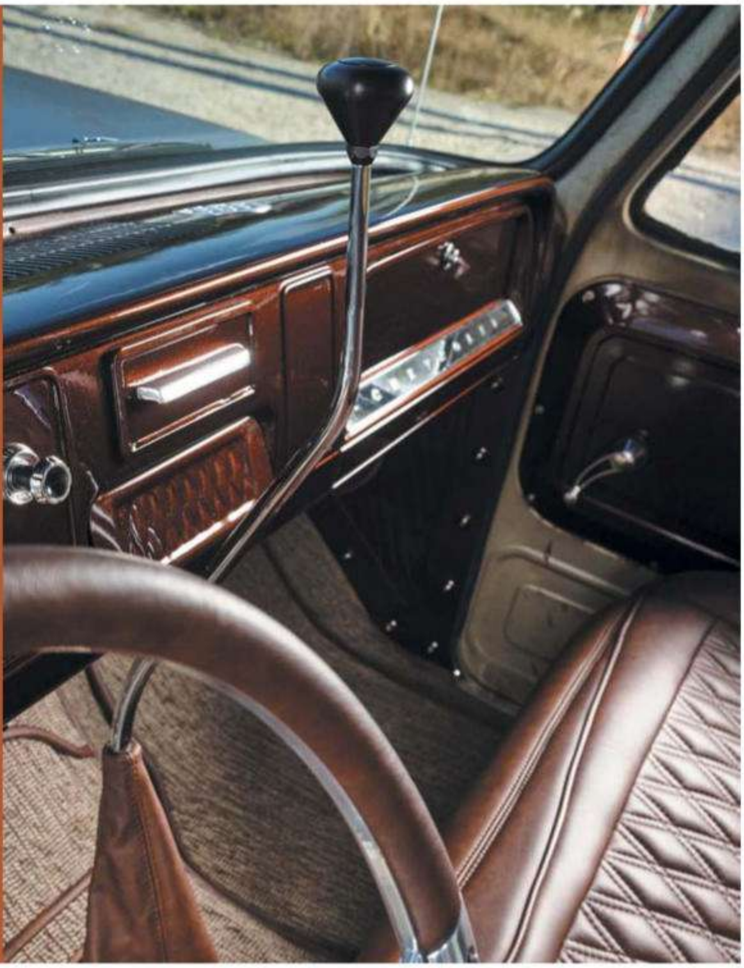
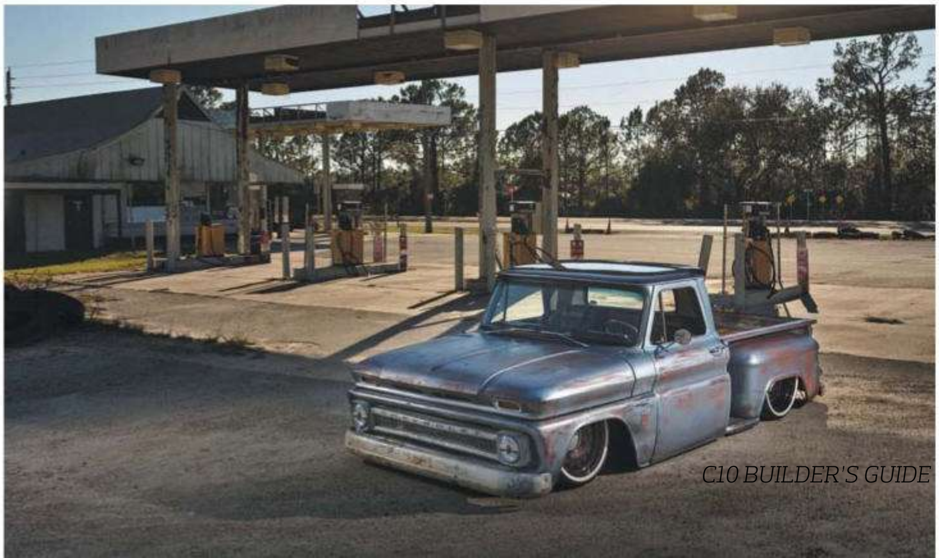


The engine covers for the LS motor were handcrafted by Killa Kustoms Rod Shop, painted Tropical Glitz Luscious Toffee by Phil Snow, and pinstriped by Mikey Ayers once again. With the engine bay complete, the truck was brought back to Phil Snow, who painted the roof, dash, door panels, kick panels, and wheels in the same Luscious Toffee color. Jeff Crumpler of Precision Powdercoating had his hands in the process again as he sandblasted several components to prepare them for paint, and Phil Snow executed the job flawlessly.

With the paint complete, the truck moved on to Hank Upholstery, where Jeff Burroughs and Robbie Collins began work on the interior. The seat was completely remade using Relicate Amber Glow leather, ensuring the highest quality. The diamond theme carries throughout the truck, from the engine covers to the interior. Robbie went above and beyond, incorporating the Coach Side by Side shotgun that Jay's close friend Leo

Renaud had bought him for his 35th birthday into the backseat design. Relicate Honey Brown carpet was used to cover the flooring, with the edges wrapped in leather.

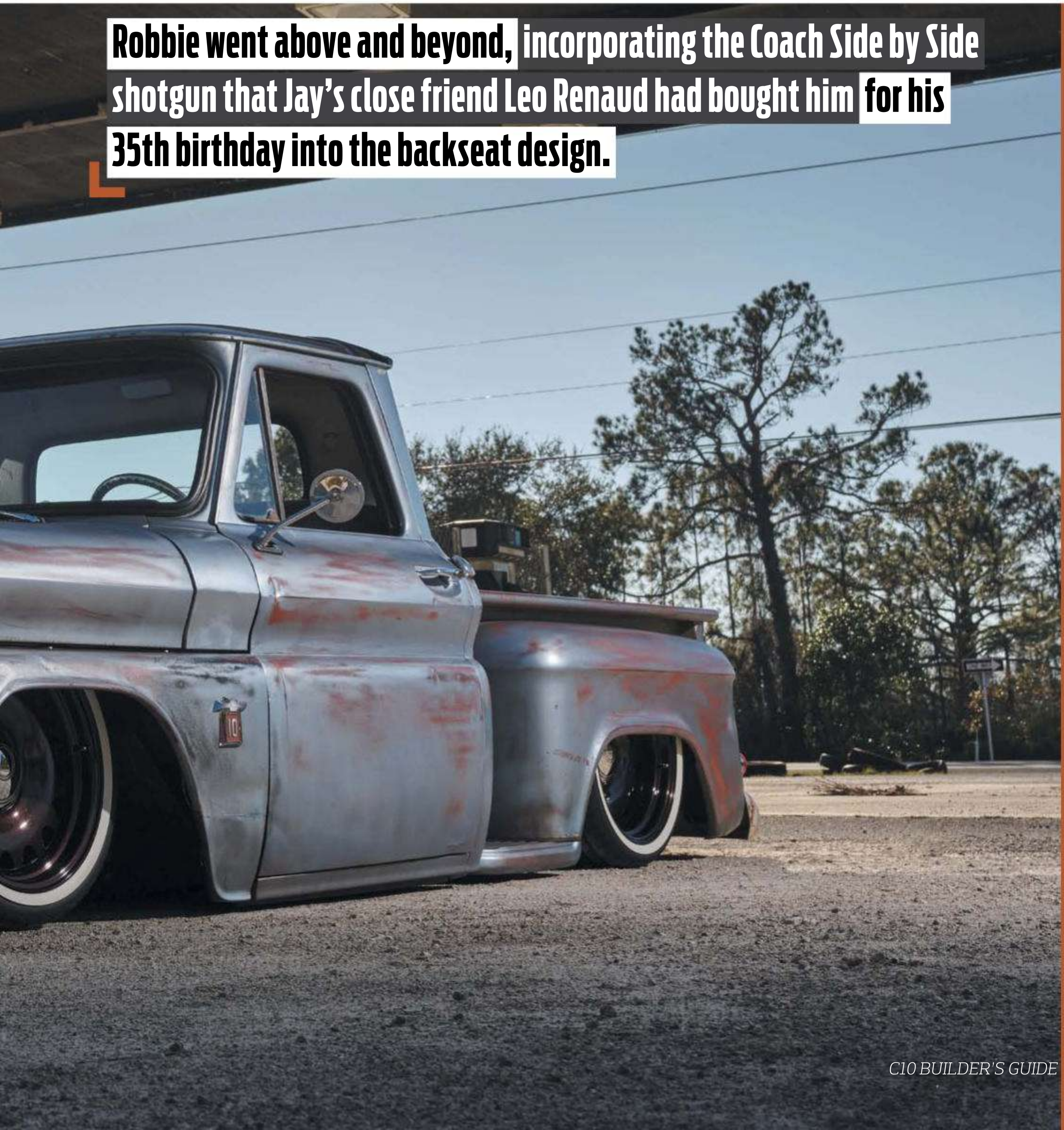
With the interior done, it was time to piece the stereo system together. Jay knew exactly who to call: Bill Bethauser—fellow Negative Camber member



NC
Ole Blue

CHEVROLET

Robbie went above and beyond, incorporating the Coach Side by Side shotgun that Jay's close friend Leo Renaud had bought him **for his 35th birthday into the backseat design.**



and owner of Explicit Customs in Melbourne, Florida. The Explicit crew equipped the truck with Alpine Type-R 6.5-inch speakers in custom-painted A2 Metal Fab kick panels and Alpine Type-R 6x9 speakers in custom enclosures made by Robbie Collins. A JL Audio 100 x 4 amplifier powers the speakers that are all controlled by a JL Bluetooth modulator, which allows Jay to manage the system through his phone.

With only nine days left before Jay and his Negative Camber crew were set to leave for Slamboree 2022, the truck was nearly complete, but the bed

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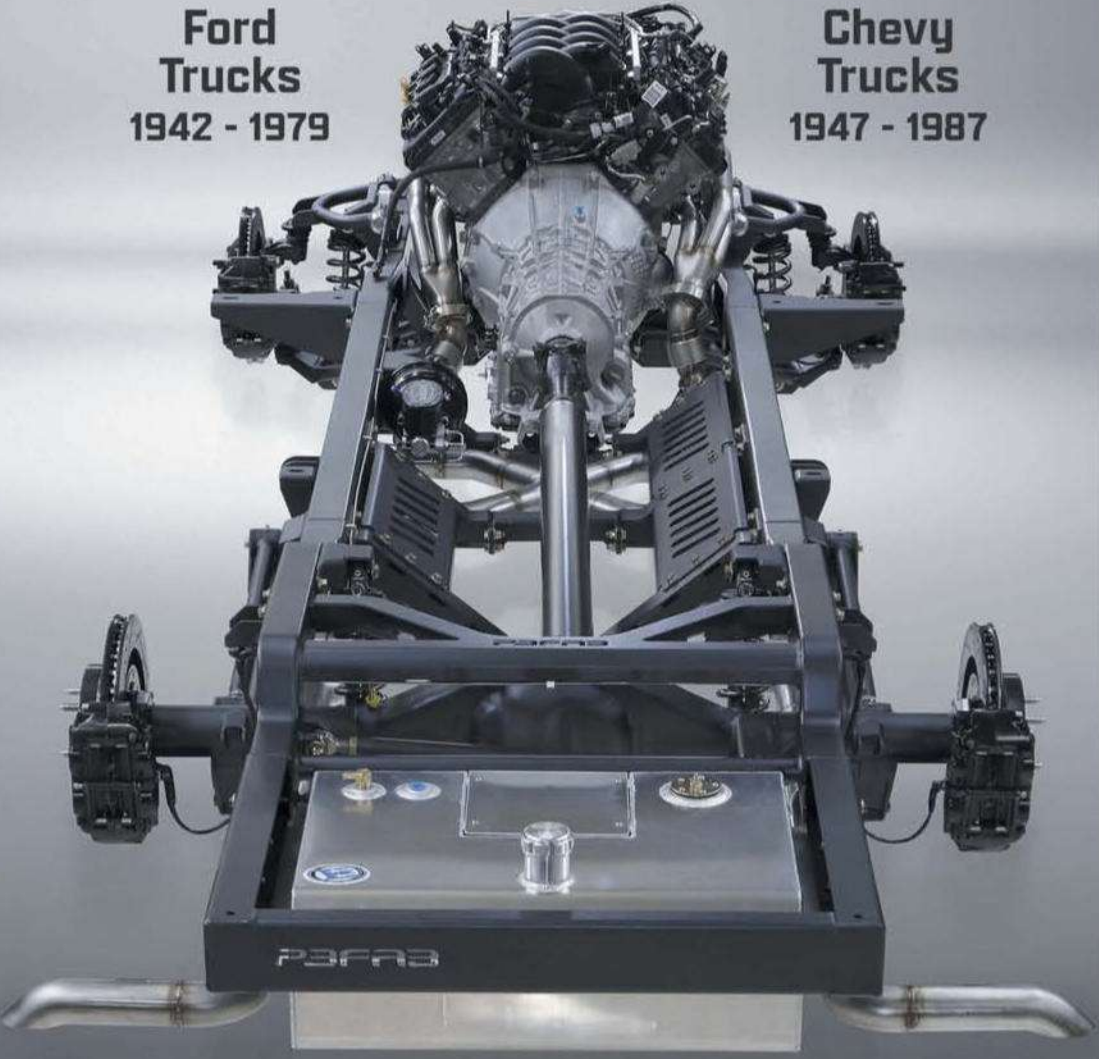

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floor was still unfinished. Enter Gavin Broome from Modern Classics in Melbourne, Florida. Gavin and his crew selected custom wood from Brevard Hardwood—no off-the-shelf kit would do. They crafted a beautiful bed using red oak and stainless strips, finishing the truck just in time for Slamboree. After the show, Gavin's crew installed a full Wilwood brake kit, giving the truck the stopping power it needed.

Jay would like to thank his wife, Lisa Church, for her unwavering support throughout this project.

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PURE PATINA

Making Old, New Again

Words by **Brandon Burrell**
Photos by **C10BG Staff**

WHILE FULL PAINTED AND FLAWLESSLY DETAILED TRUCKS DRAW A TON OF attention, there is just something about an old, weathered C10 that will still catch your eye. Yeah, having the slickest, deepest looking paint or a candy finish has that wow factor is nice, what about something that is totally original and has seen decades of wear and tear? For one, not having to worry about every little rock chip, scratch or even people leaning on your truck being afraid to scratch it, has its benefits. A lot of the C10s we've seen at shows over the past several years have just the right original patina look. Some can be a fully untouched, all original truck, but more are full-out hot rods underneath and inside, but the body has been massaged by Mother Nature giving it that well-enjoyed look. Throw in a full chassis, air ride suspension, a hefty engine and some cool interior, and that old, tired looking truck is now a modern vehicle with a beautifully weathered body.

> **Stuff just held up better when it was built a long time ago and showing its age makes it something to admire. Same thing when an old truck is passed down. It's seen a ton of use but hasn't lost its cool factor.**

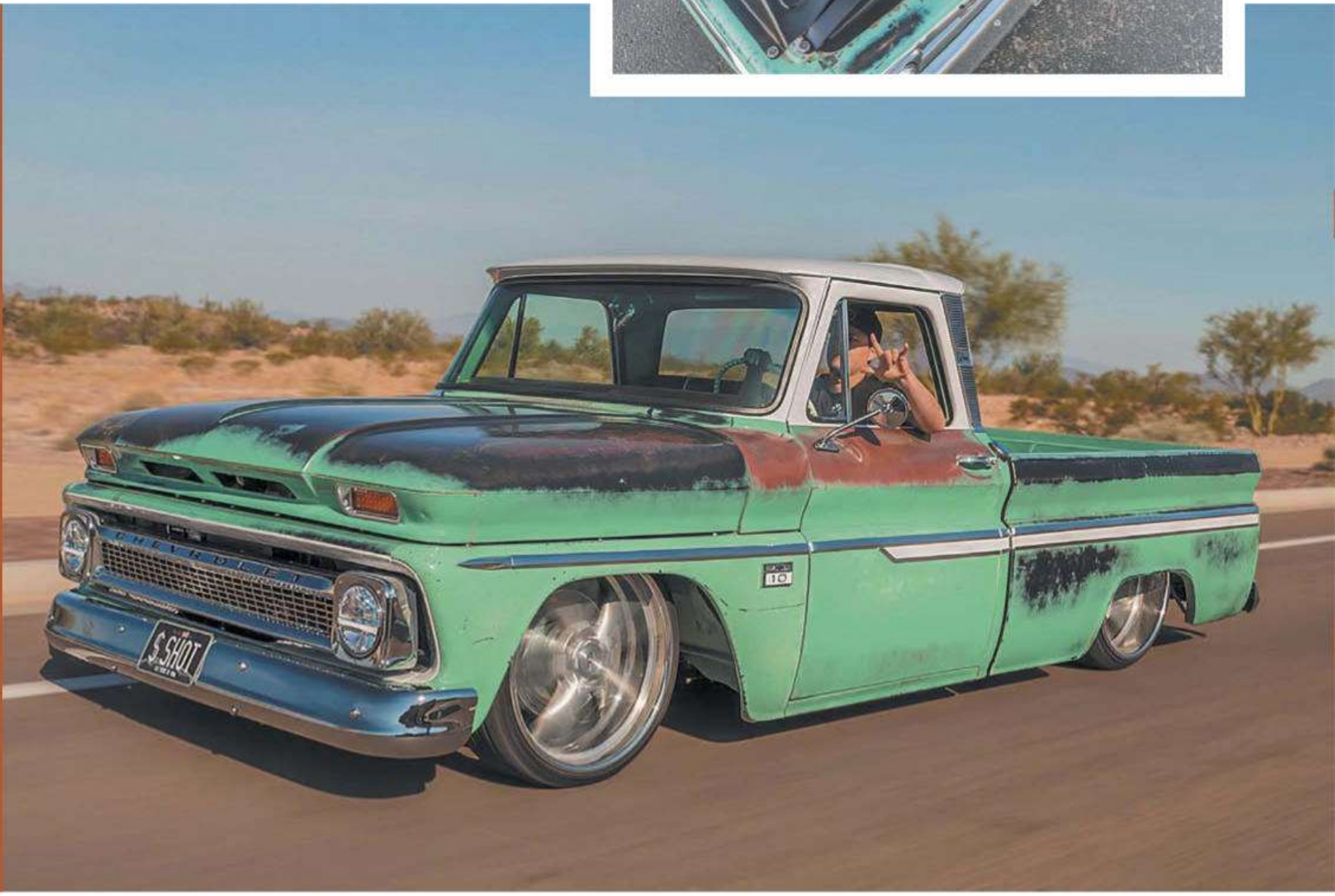
What is "patina" you may ask? Well, when you have an old truck that still has the original paint, been sitting in a field for a couple decades or maybe even driven as a work truck the whole time, it has tons of wear and tear and maybe some rust. Surface rust is common when once-painted edges get worn down and super thin, the bare metal pokes through and rusts. Some trucks have rusted rockers, or a random rusted hole in the bedside to show the life it has. It's kind of like wrinkles on your grandmother. You see an old photo of her when she was young and you know she was pretty back in the day, but years of wear and tear and plain old life eventually shows her age. Do you love her even less with her rough look? Of course not! She is still pretty in her own way. That thinking applies to old trucks as well. You know it was once flawless and pretty but now it shows its life history when you look at it.

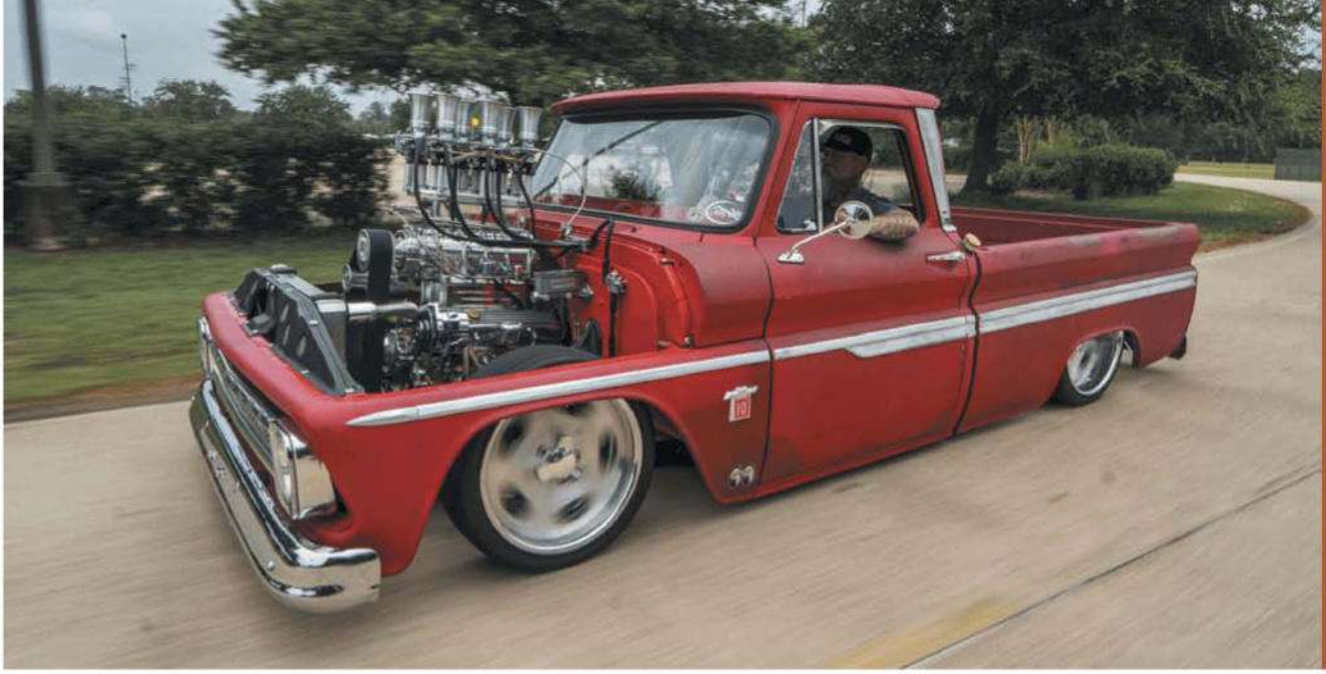
Patina isn't something new by any means. The term actually has a wide range of what it can pertain to and not just cool vehicles. The patina trend has taken over the furniture world as well. You can go buy a brand-new dresser, and it looks like it's a hundred years old. You can also call that a farm look, because if things are old and handed down from generation to generation, they usually come from an elder's farm they had a long time ago. Stuff just held up better when it was built a long time ago and showing its age makes it something to admire. Same thing when an old truck is passed down. It's seen a ton of use but hasn't lost its cool factor. For a long time back in the day, if you had worn out, patina-covered items, it meant you had old money. So having something weathered was a good thing. Patina actually goes way further back than just furniture and vehicles, it was also a trend in the Renaissance era, where artists would blow tobacco smoke onto paintings and sculptures to make them look older than what they were.

One of the benefits of a patina truck is you don't really have to wash it, never have to polish out scratches or wax it. Most importantly, you don't have to be scared to drive it. After all, isn't driving our cool trucks the main reason we build them? I personally have had several flawless painted vehicles that I was scared to drive or had to wash them super carefully to ensure I wouldn't scratch them. That is stressful enough. So, to hop in an old truck with all original paint, crank it up and drive it to the store and not worry if a rock may hit it, or if a bird dropping might etch the paint, is freeing. Having all patina paint can also happen when you're building a full out project as well. Get the chassis and drivetrain in and beat on it for a while to make sure everything works like it should, then take it to the paint shop. But that's where some people just sit back and think, "this old truck actually drives good, stops good and is fun to drive, why do I want to spend all that time and money to paint it and be scared to drive it?" It's ok to leave it like that and enjoy it.

For this article, let's go back and look at some of the cool patina GM trucks we have come across and have run in this magazine, as well as our and our sister puplication , Street Trucks. From a distance, many may look like a ragged old truck, but upon further inspection, you realize it's actually a modernized truck with an aged body and paint.

THIS 1966 C10 that Morgan Youngberg owns not only has plenty of modern upgrades, but the worn factory paint makes the main statement. From the Porterbuilt suspension, to the shortened bed and frame, to the big back window, this truck looks the part. Speaking of looking, if you peek under the hood, you notice the 2.8 Cummins diesel crate engine. This proves what you see from a distance isn't what it really is.





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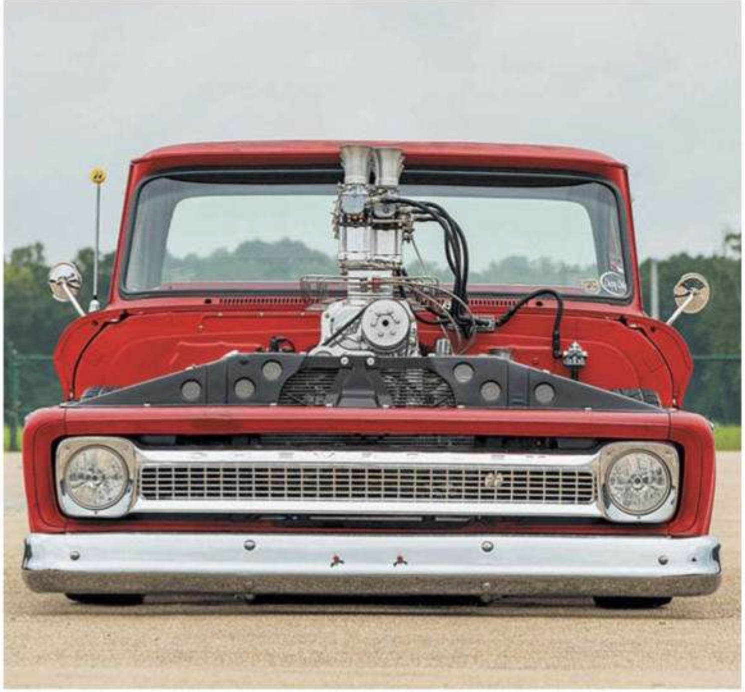
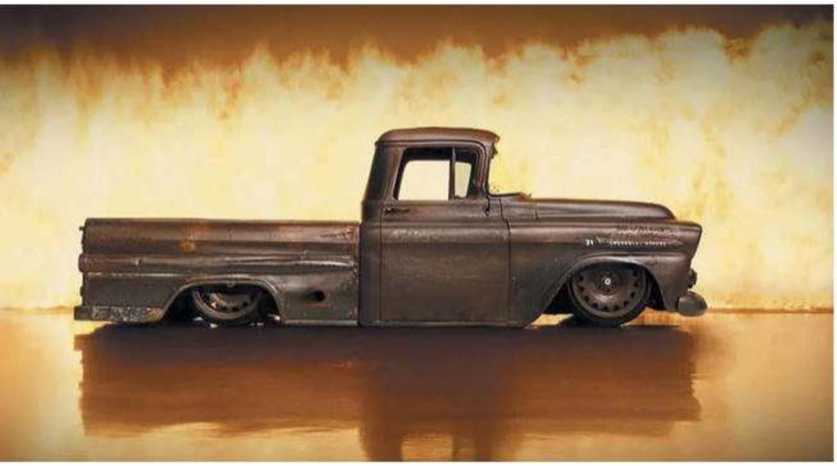
IF you don't know this truck, then you've not been to any of the top shows in the country. This 1965 C10 owned by Dave Schneider is a crowd-stopper for sure. Not only does the red patina laying on the ground catch your attention, but the clean interior and inner bed work shows you how much work is in the truck. But once Dave fires up the small block 350 Chevy engine, you know he means business. This isn't your average run-of-the-mill 350 though—it's topped with a Hampton supercharger and multiple Stromberg 97 carbs. There is also a little bit of nitrous lurking for some added bang. This truck literally beats the ground when running, and you can hear it across the show field.



CHEVROLET APACHE



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SOMETIMES, the patina on a truck isn't from years of sitting and rotting under the elements , but from something more devastating. You may have heard of the massive northern California Camp Fire in 2018, which is also known as the Paradise Fire depending where it was located. This fire destroyed everything in its path, including this 1959 Apache. Jason Fonte picked up this truck after the fire and brought it back to life. Even though this isn't your normal patina painted truck, the weathered finish on it is one-of-a-kind for sure. Jason updated the truck but left the crispy body intact.

31
CHEVROLET APACHE

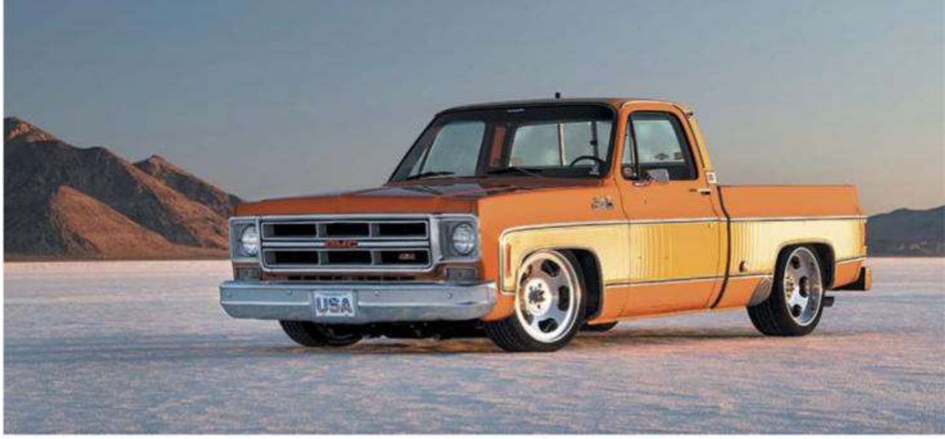
4

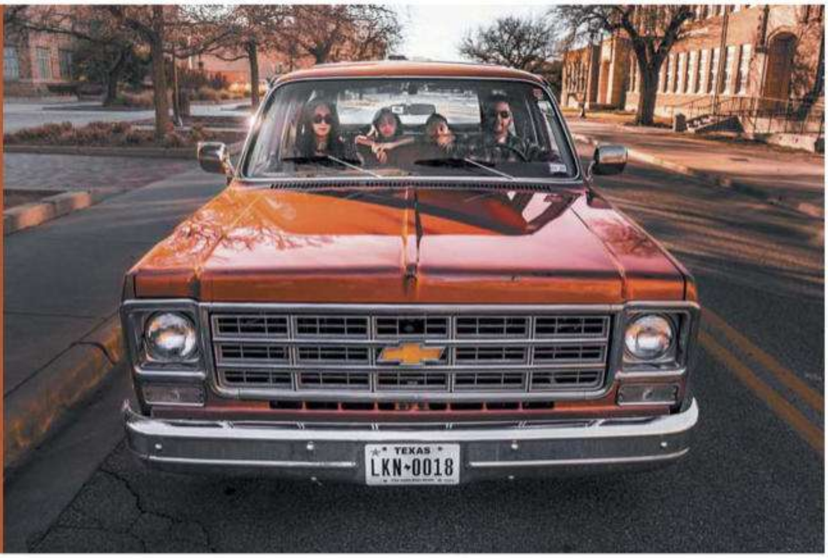
WHEN Jason Bowman picked up this 1969 C10, it didn't look like this. It had a few layers of primer on it, but he wanted to see what was underneath. Jason doused the truck with lacquer thinner, which removed the primer. Seeing this multi-color patina, he immediately knew it was a keeper. Now that he knew what the truck would look like, it was time to lay it on the ground and stuff a 6.0L engine out of a 2008 GM truck, and a Precision 7675 turbo in it. There's nothing more fun than driving a turbo C10 and not worrying about rocks hitting it at high speeds.

CHEVROLET
PN-0476

5

SOMETIMES rare trucks need to be left alone and not repainted. That's exactly what Ronnie Welch of C10 Talk did with his 1976 GMC Sierra. This truck is one of the limited-edition Impact Edition trucks that were released in 1976. We say he left it alone, but what truck enthusiast can do that? I guess we should say he only left the exterior alone. The bed was shortened, the interior and engine were freshened up, and it got a new stance and wheels. The signature paint and stripes were left for all to enjoy .





6

WHEN you pass a 1978 C10 Suburban, you can't help but wonder what kind of family trips and weekend adventures it has experienced. These vehicles replaced the family station wagon back in the day, t so the got plenty of use. For Humberto Ortiz, that was his full intention when he picked up this two-tone hauler. Of course, he couldn't leave it completely stock even though the original paint was in decent condition. He had it sanded and buffed to give it a "show patina" look to it. He also added a GSI front crossmember kit and Ridetech rear parts with coilovers to give it a nice, raked drop. To haul the family easily, the stock engine was swapped for a 5.3L LS with a Precision Turbo.

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IMPOSS
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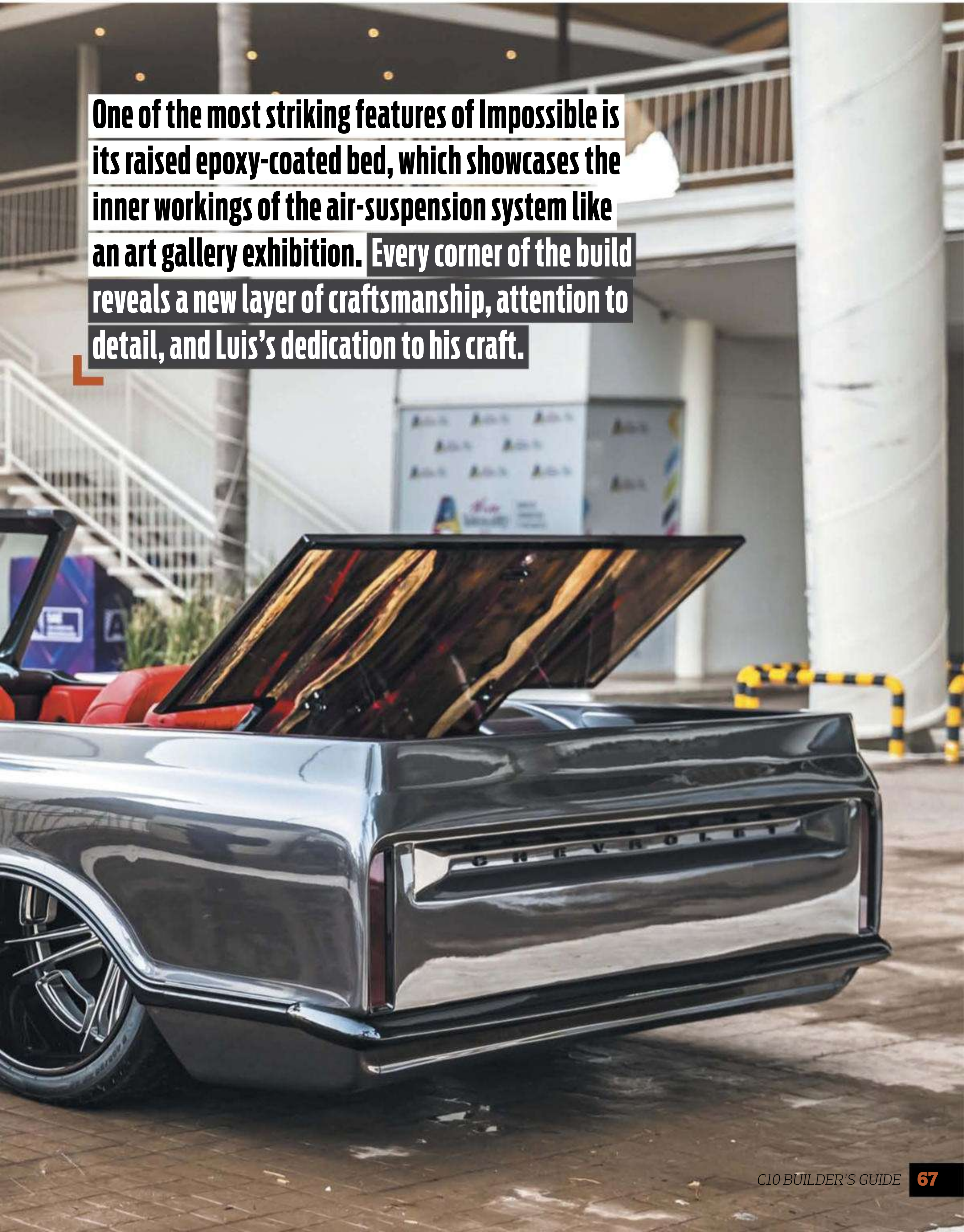
A Masterpiece of Mexican Custom Craftsmanship

Words and Photos by ***Victor Lopez***

BUILDS FROM THE UNITED States have long been considered the gold standard in the custom automotive scene, setting trends in the fusion of both aesthetics and performance. Meanwhile, Mexico has been making its own mark, crafting a unique style of fabrication using homegrown ingenuity.

One of the standout figures in this movement is Luis and his Auto Clinic Restomod team. Over the years, Luis has developed a reputation for delivering full frame-off builds that can rival even the most impressive projects north of the border. With only a handful of shops in Mexico capable of fabricating custom chassis in-house, Luis takes immense pride in his ability to do so. His talent has been recognized with back-to-back Best Custom Truck trophies at the C10 Nationals in Fort Worth, Texas—most notably for his latest creation, “Impossible.”

The project began with a 1968 K5 Blazer, which was brought to his Aguascalientes shop and entrusted to him with full creative freedom. From the outset, Luis and his team approached the build with precision, using SolidWorks CAD software to ensure all

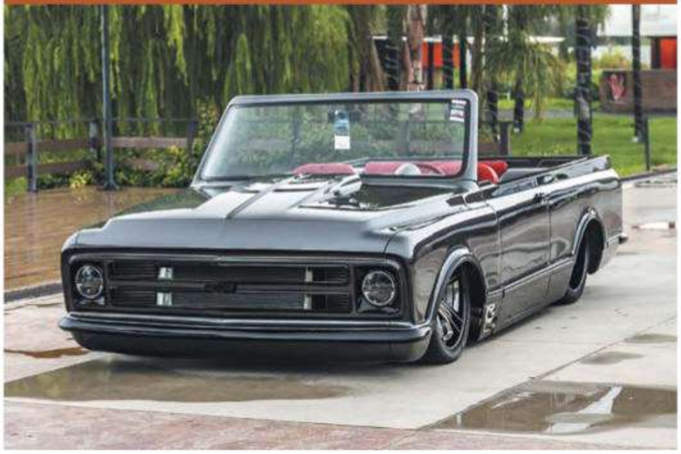


> One of the most striking features of Impossible is its raised epoxy-coated bed, which showcases the inner workings of the air-suspension system like an art gallery exhibition. Every corner of the build reveals a new layer of craftsmanship, attention to detail, and Luis's dedication to his craft.

measurements were accurate and all fitment and durability tests were met. The in-house fabrication of the chassis was complemented by a full QA1 suspension setup and air-management system designed to perfectly tuck all four corners. Staggered three-piece Kompression wheels (14 inches wide in the rear) were paired with 14-inch Wilwood brakes to ensure the Blazer could handle the power under its hood.

And power it has. Luis chose a twin-turbo 427 engine from Nelson Racing, generating an impressive 1,300 horsepower. With a mix of Holley and billet components, the engine bay is as stunning as it is powerful. Paired with a custom-built performance 4L80

CHEVROLET



BUILD SPECS

OWNER
LUIS LEOPOLDO URZUA ROQUE
- 1972 Chevy Blazer K5
- Aguascalientes, Mexico

ENGINE
- Twin Turbo 427 racing engine
- Holly Terminator injector setup
- Billet manifold
- Side exhaust
- Custom performance 4L80

CHASSIS/ SUSPENSION
- Auto Clinic Restomod custom chassis
- QA1 suspension and stability setup
- QA1 carbon fiber driveshaft
- Accuair air management setup
- Wilwood 14-inch front and rear setup

WHEELS/TIRES
- 22x9.5 and 24x14 Kompression three-piece wheels
- 305/25/R24 Pirelli P-Zero tires

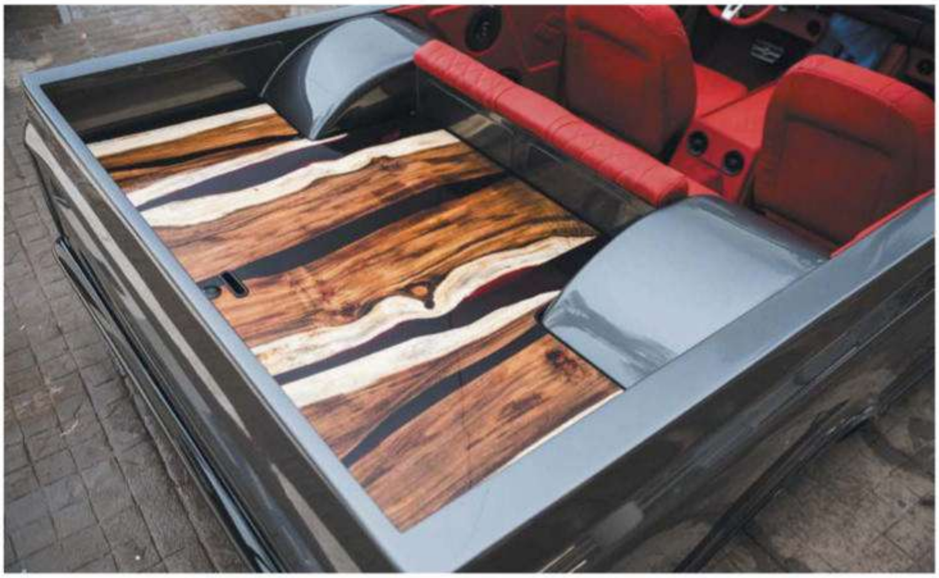
BODY/PAINT
- In-house fabricated epoxy bed floor
- Painted in-house using Axalta color and clear

INTERIOR
- Custom door panels made in-house
- Custom center made in-house
- Dakota Digital dash
- Kenwood 10-inch screen
- Alpine sound system
- JL 8-inch subwoofer
- Billet Sparc Industries steering wheel

Luis' success with Impossible is a testament to his meticulous planning, unwavering eye for detail, and a willingness to draw inspiration from other builders and various forms of art. Impossible is the crown jewel of Auto Clinic Restomod, proving that anything is possible with passion, hard work, and ingenuity.

transmission, it promises to keep all that power in check. The side-exit exhaust hints at the Blazer's aggressive nature, but Luis ensured the interior remained refined and sophisticated. Red leather accents complement the sleek gray exterior paint, while billet accessories, a Dakota Digital dash, a Kenwood screen, and an Alpine sound system with a JL subwoofer create a modern, luxurious cabin that's equally as stylish as it is functional.

One of the most striking features of Impossible is its raised epoxy-coated bed, which showcases the inner workings of the air-suspension system like an art gallery exhibition. Every corner of the build reveals a new layer of craftsmanship, attention to detail, and Luis's dedication to his craft.



Luis' success with Impossible is a testament to his meticulous planning, unwavering eye for detail, and a willingness to draw inspiration from other builders and various forms of art. Impossible is the crown jewel of Auto Clinic Restomod, proving that anything is possible with passion, hard work, and ingenuity.

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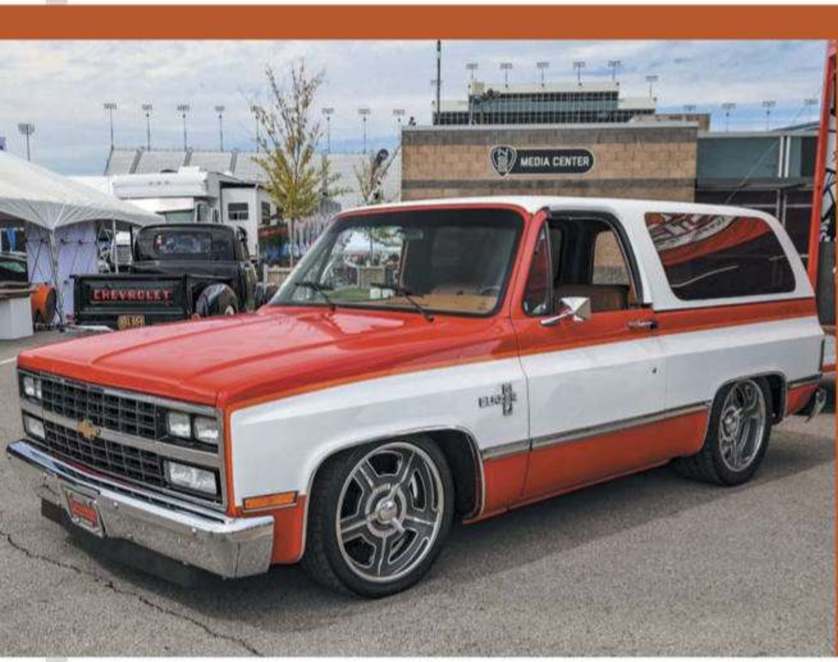
TRIPLE CROWN OF RODDING

*Words and Photos by **Brandon Burrell***

Bringing the Best of the Best to Nashville



T-SHIRTS
Triple Crown
RODDING
RODDING

TRIPLE CROWN
RODDING
NASHVILLE SUPERSPEEDWAY
Triple Crown
RODDING

TO BECOME A high-caliber show, it usually takes a few years of hosting and promoting before it takes off. Triple Crown of Rodding organizers did it a little bit differently. They kicked off their show in 2023 with some of the hottest builds in the country. Presented by Bobby Alloway and Gary Case—guys who know their way around a hot rod—the show was destined to become a killer, high-caliber event.

After seeing the caliber of trucks at the first show, I knew I couldn't miss the 2024 show, so I booked the trip to the Nashville Superspeedway and loaded my camera gear. Because it was the second year of the show, I knew the level of build would be even higher than the first year, and I didn't want to miss it.

Even though this show is open to a wide variety of vehicles, I found plenty of C10s to snap. This show is open to all cars up to 1972 models and all American made trucks up to 1998, so there was a ton of classic metal to look at over the weekend—over 3,200 vehicles. The spectator count even reached 20,000. Even though it's not a truck, the Kindg It crew brought out its newest over-the-top build, Twelve Air, which is the current Riddler award vehicle. Just because a car of that caliber was there doesn't mean it was the only showstopper. The amount of six- and seven-figure builds parked on pit row was enough to make any gearhead and even non-gearhead stop and admire the craftsmanship involved on so many rides. The number of over-the-top trucks was amazing, but even the super cool driver trucks were packed in heavily throughout the show.

The vehicles being judged were parked all the way down pit row on Friday to make it easy for the judges to decipher who was here to show and who was just there to hang out and enjoy the weekend. Once the show was over and all judged vehicles were moved, the show staff let the top vehicles back on pit row. They didn't know what award they would receive at the Saturday afternoon ceremony, but they knew they were in the top list. During the awards presentation, the vehicles were driven in front of the stage by the owners or builders while the announcer gave a quick rundown of what was done to the vehicle, who owns it, and what award they won. This way, the crowd could see what award went to which build. Many of the awards were chosen by and given away by some of the industry's top builders and shops, so it was personal for the winners.

Make sure to add Sept. 5-6, 2025, to your calendar so you don't miss the next event. You can also check out **TripleCrownofRodding.com** as well as all social media platforms.

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Awards

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RISE

N C10

Barn Find to Super Fine

Words and Photos by **Jose Acevedo Jr.**

The project began in the garage behind his house, where Cris envisioned building a daily-driven street truck that would turn heads.

THE C10 STANDS AS ONE OF THE most iconic trucks in the custom automotive industry, and Cris Saenz's truck, affectionately named Risen C10, epitomizes the essence of a simple yet striking street truck. This journey began in 2004 when Cris' father stumbled upon a hidden gem—a true barn find C10 in Washington state. He purchased it and drove it back to Texas, presenting it to Cris as his very first truck. This generous gift ignited a passionate love for C10s in Cris, setting him on a path that would lead to the creation of this dream vehicle. Hailing from the small town of Mission, Texas, Cris dedicated years of hard work to transform a 1968 C10 short wheelbase, a pretty rare model, as most trucks came in longbed configurations those years, into the truck he always envisioned.

The project began in the garage behind his house, where Cris envisioned building a daily-driven street truck that would turn heads. The journey of customization kicked off with a common aspiration among hot rodders: How to make it go faster? Cris answered this call by swapping in a powerful LS2 6.0 engine sourced from a Corvette, paired with a fully built 4L80E transmission. The engine was further enhanced with ported Patriot heads and a custom cam and intake from Texas Speed, expertly dialed in by Hellhound Motorsports in Rio Grande City, Texas. Risen truly lives up to its name, boasting the power to put the torque to the ground.

RISEN C10

Next on Cris' agenda was achieving the perfect stance for the truck. He opted for full coilovers in both the front and rear, with much of the work performed in-house alongside his father. To create a custom C-notch for the C10's unique frame design, the rear suspension was sent to Kid Metal Worx in Alamo, Texas, where Edgar Nino skillfully executed the modifications. With the suspension set, Cris faced the critical task of selecting the ideal wheel combination. He chose Raceline Jaded 5 wheels in a striking 20x9 and 22x12 size combo, and wrapped them in Toyo Proxes tires. Special thanks to Diablito Custom Wheels for their assistance in bringing this vision to life.

Once the mechanical upgrades were complete, Cris turned his attention to the aesthetics. He decided on a sleek Summit White and matte silver finish

TEXAS
RI5EN1
LONE STAR STATE

“One day, my C10 will be out there!” he often thought, and many years later, that dream became a reality.

OnlyBillet

trim for the truck, with contrasting ruby red accents adorning the interior. This meticulous attention to detail resulted in a truck that truly reflects Cris’ vision and dedication. The transformation of Risen was not without its challenges, as the build required countless hours of blood, sweat, and perseverance. Like many automotive enthusiasts, Cris dreamed of showcasing his creation at events like C10 Nationals, C10s in the Park, and Lone Star Throwdown.

“One day, my C10 will be out there!” he often thought, and many years later, that dream became a reality.

Cris acknowledges that this incredible journey would not have been possible without the

BUILD SPECS

1968 CHEVY C10

OWNER
CRIS SAENZ
- 1968 C10
- Mission, TX

EXTERIOR MODIFICATIONS
- **Grille:** OEM
- **Bumpers :** Key Parts smoothies
- **Headlights:** Aftermarket
- **Paint:** Summit White

ENGINE INFORMATION
- **Type:** V-8
- **Displacement:** 6.0L / 364 ci
- **Buildup/Modifications by:** Hellhound Motorsports
- **Balanced:** Yes
- **Intake Manifold:** Texas Speed Titan
- **Headers:** Custom
- **Exhaust System:** Corsa
- **Diameter:** 3 inches
- **Trans:** 4l80e, upgraded clutches, 3600 stall converter

CHASSIS INFORMATION
- **Frame:** Stock modified for static drop
- **Front and rear:** QA1 coilovers
- **Wheels:** 20x9 22x12 Raceline Jaded 5

INTERIOR INFORMATION
- **Gauges:** Dakota Gauges
- **Steering wheel:** Grant
- **Bench seat:** Braum

RISEN C10
TEXAS
RI5EN1

unwavering support of friends and family.

“I want to give a special thank you to Cesar Tijerina and LG Billet for always pushing me and having my back,” Cris says. “I also want to thank my daughter Sabrina, my parents Cristobal Sr. and Esmeralda Saenz, and my little brother Aaron.”

Now that Risen has reached the pinnacle of Cris’s aspirations, he enjoys daily drives, picking up his daughter from school, attending local car meets, and even taking the truck on out-of-state adventures. This experience has proven that with the right mindset and relentless effort, anything is possible. Cris Saenz’s story is a testament to the power of dreams and the fulfillment that comes from turning them into reality.

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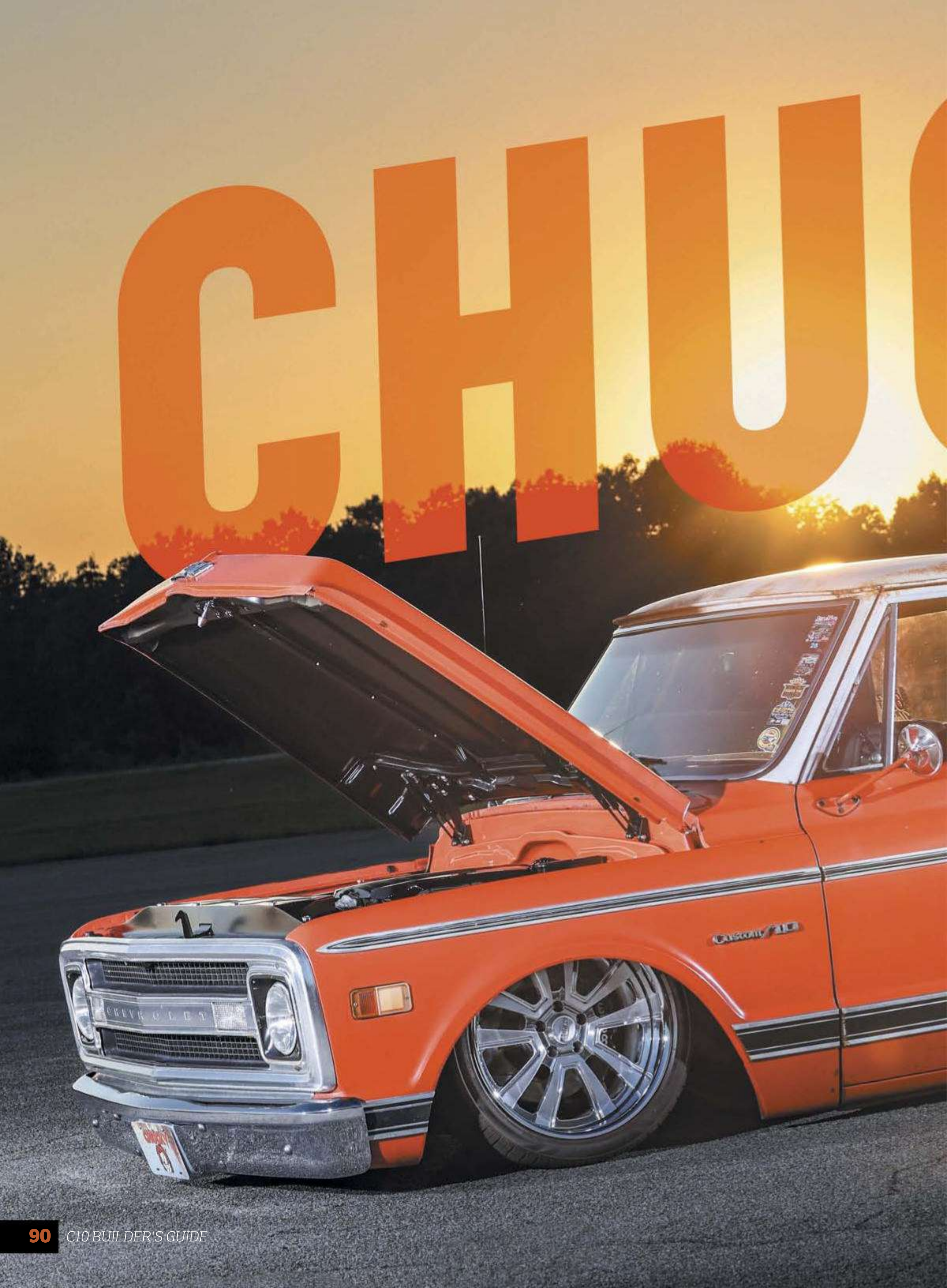
CHEVROLET
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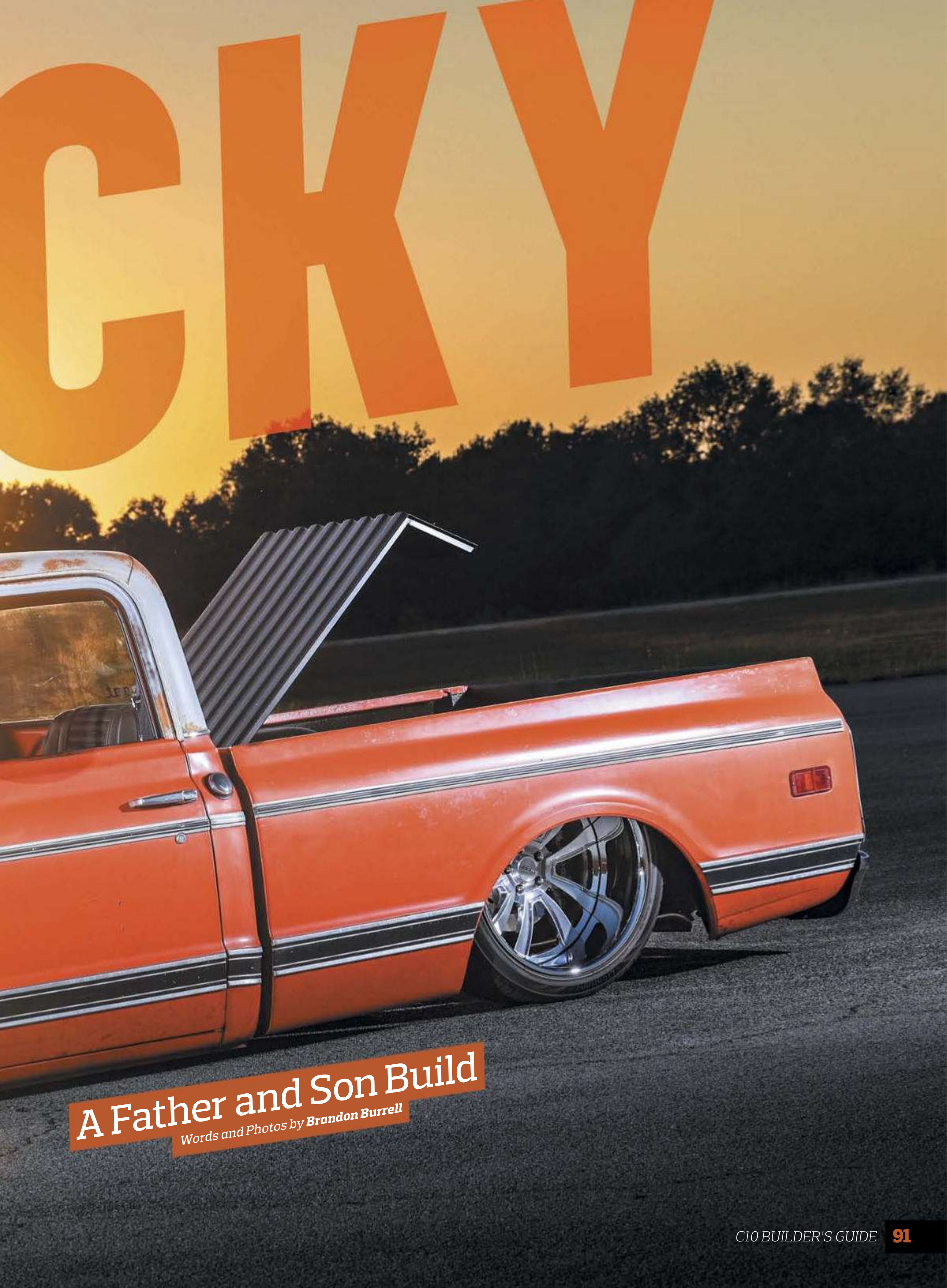
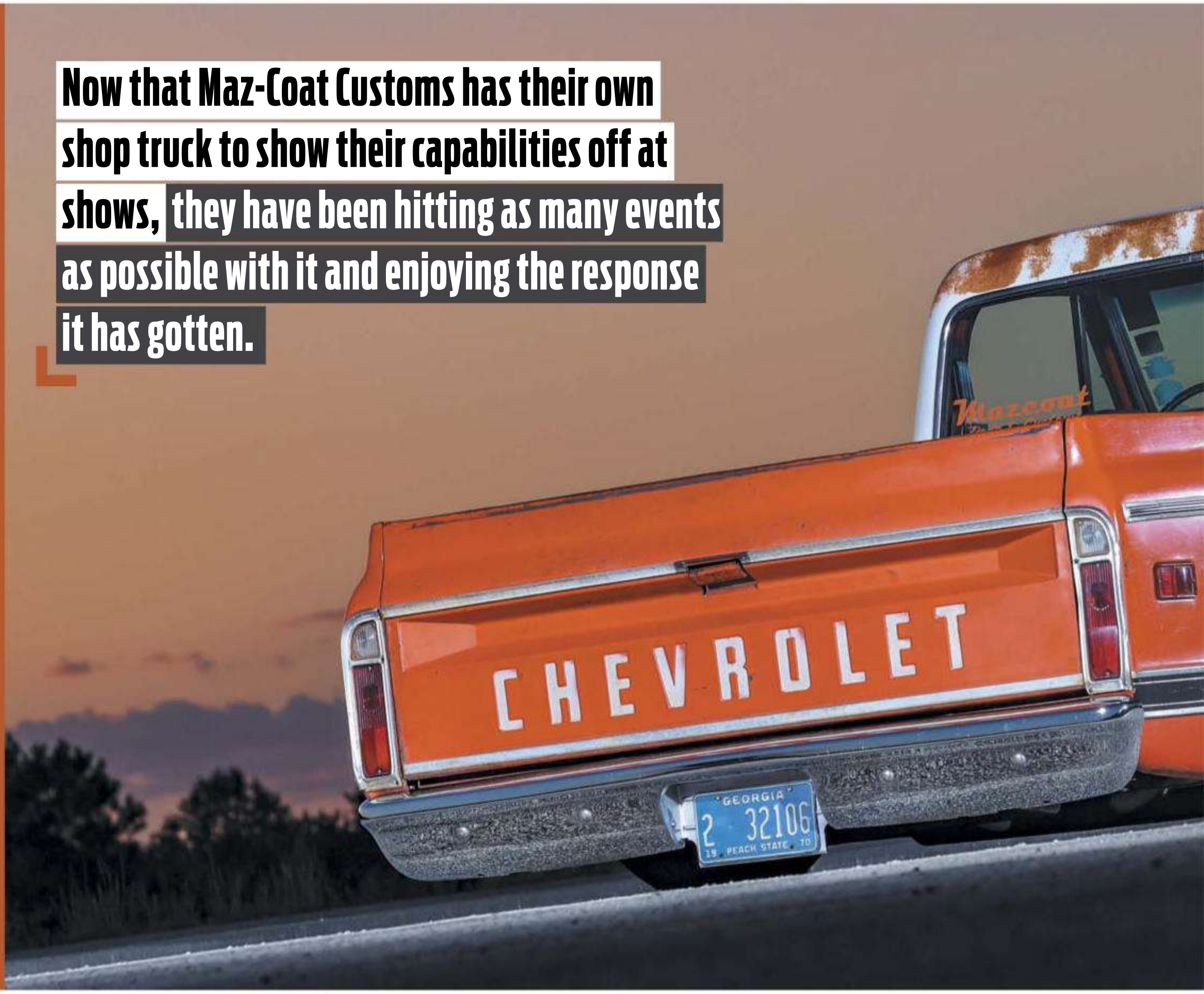
CKY



A Father and Son Build

Words and Photos by ***Brandon Burrell***

BUILDING CUSTOM VEHICLES FOR customers takes tons of time and work. When you do that for a living, having a chance to do your own personal vehicle is usually very limited. That's why most shops use customer builds as their business cards and don't have their own vehicles promoting their business. But Andy and Jamie Mayes from Maz-Coat Customs in Toccoa, Georgia, decided it was time to do something of their own. They had a 1970 Chevy C10 they picked up with plans to work on but unfortunately due to time constraints, it sat for a bit before finally getting a little love. Knowing they wanted the truck to lay out for shows, they reached out toRoadster Shop to order a full air-ride chassis from them. Once they had the chassis at the shop, it was time to dive into this project and finally have a true "shop truck."



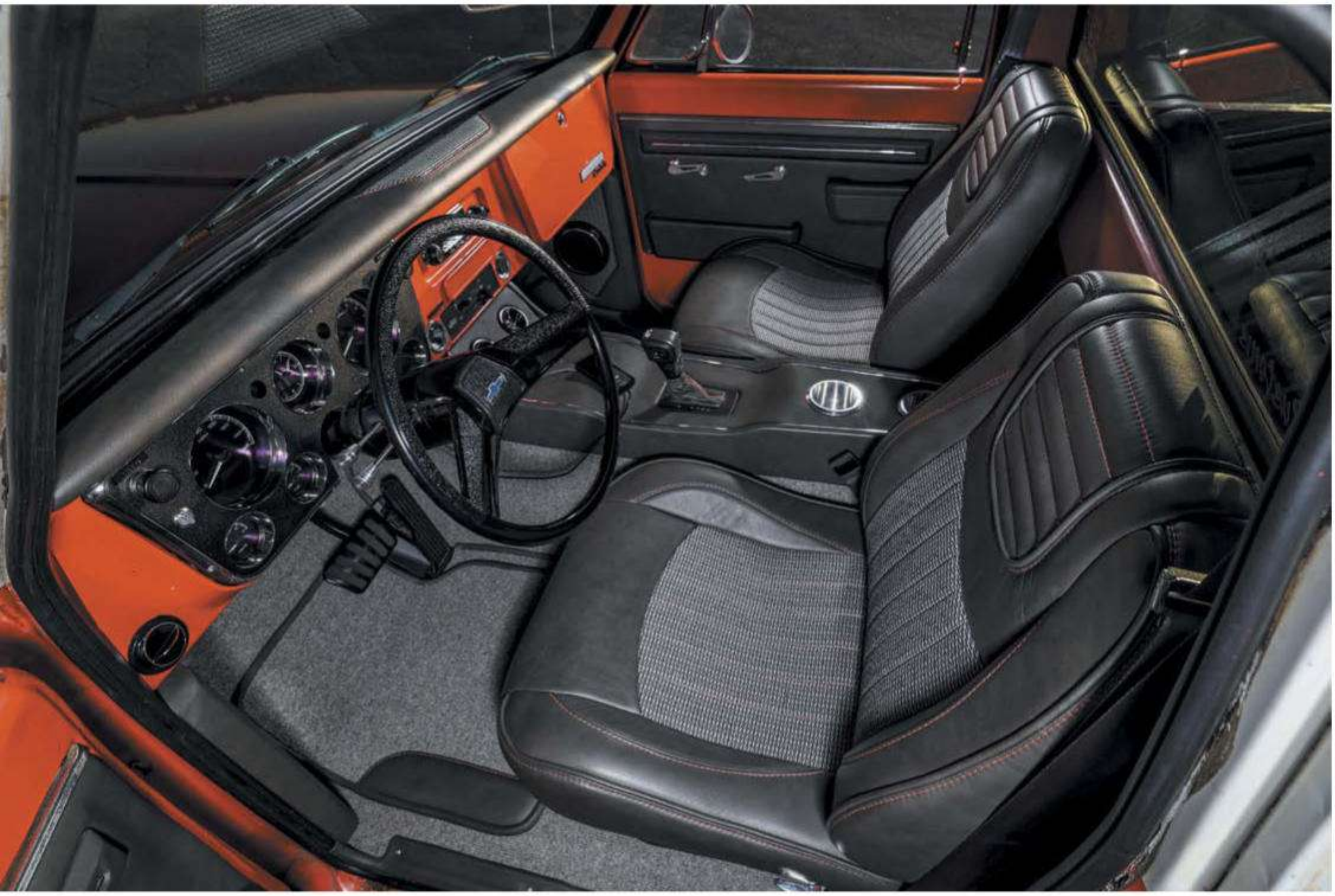
Now that Maz-Coat Customs has their own shop truck to show their capabilities off at shows, they have been hitting as many events as possible with it and enjoying the response it has gotten.

P
R N D S

CHEVROLET
CHUCKY

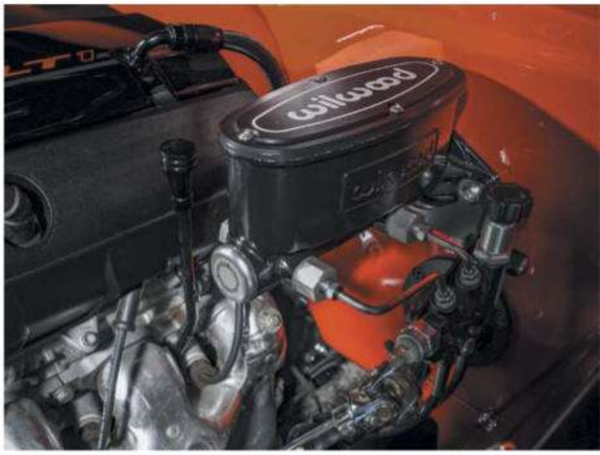
626
Upholstery

Painting the new chassis black was the first thing in the mix before adding the Air Lift 3P system with two Viair 485 compressors. Firestone air bags fit perfectly in each corner and the new rack-and-pinion steering controlled the corners. To make it a complete rolling chassis, 14-inch Wilwood rotors were added on all corners and MTW billet Chalone 5 wheels in a 20- and 22-inch setup wrapped in Lionhart LH-Five tires were bolted on. Now that the roller was the way they wanted it, it was time to fit an engine between the front frame



rails that would get the truck moving quickly when needed. For this, Andy and Jamie found a donor 2018 Camaro and used the 6.2L V-8, LT1 engine. Because the donor only had 2,500 miles on it, they opted not to tear into it and rebuild it as it still had more than enough life in it. Making this new heart of the truck work correctly, they used a Swap Time USA harness and a CVF Racing front accessory drive. It was mated to an 8L90 transmission with a tap shift shifter. From there, the power is fed through a custom carbon fiber driveshaft from USA Driveline, Inc. into the Ford 9-inch rearend with 3.73 gears and a locker.

With the complete rolling chassis and drivetrain ready for the 1970 C10 body to go on, there had to be some



modifying to make it all work correctly together. The factory orange and white paint was left alone to give it an old school look with the perfect patina. The cab bolted right onto the chassis while the front end had to receive VanNatta Fab front inner fenders to clear the new wheels and tires, as well as some custom sheetmetal painted black with billet fasteners. They also painted the engine covers in-house to match the truck and give the modern engine a modern look. For the bed, Andy and Jamie used AMD bed floor panels and widened tubs to make the custom bed floor fit their needs. The center section raises up to access the rear and to show the chassis off at shows. The rear of the bed floor is still at factory height to

allow luggage and show gear plenty of room while driving this truck to shows. A bed liner was also sprayed in to make it more durable as well.

Inside the truck, the paint was left original to match the exterior, but they had 626 Upholstery in Baldwin, Georgia, work their magic on the other panels. A set of Snowden Seats bucket frames and foam was wrapped in graphite leather with cloth inserts. The custom center console as well as the door panels and dash pad were also

BUILD SPECS

OWNER
ANDY AND JAMIE MAYES
- **Vehicle:** 1970 Chevrolet C10
- **Location:** Toccoa, GA
- **Shop:** Maz-Coat Customs

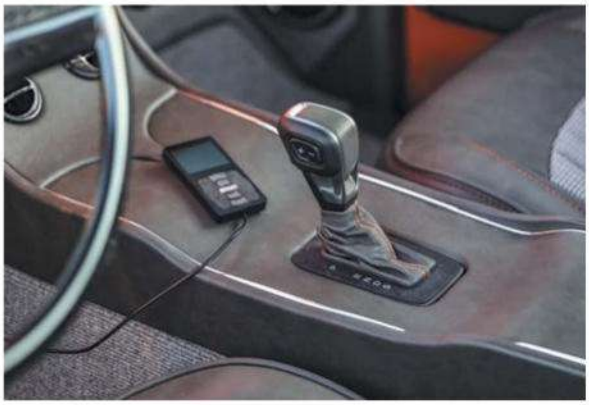
ENGINE/ POWERTRAIN
- 2018 Chevy Camaro 6.2L – LT1
- 8L90 transmission
- Swap Time USA harness
- CVF Racing front accessory drive
- Holley oil pan
- Griffin radiator
- Custom painted engine covers
- Modified Camaro headers
- 2.5-inch stainless steel exhaust with Borla mufflers
- Sonnex driveshaft flange
- Custom carbon fiber driveshaft from USA Driveline, Inc.
- G-Force Performance rear mount adapter
- Ford 9-inch rearend with 3.73 gears and locker
- All work by Maz-Coat Customs in Toccoa, GA

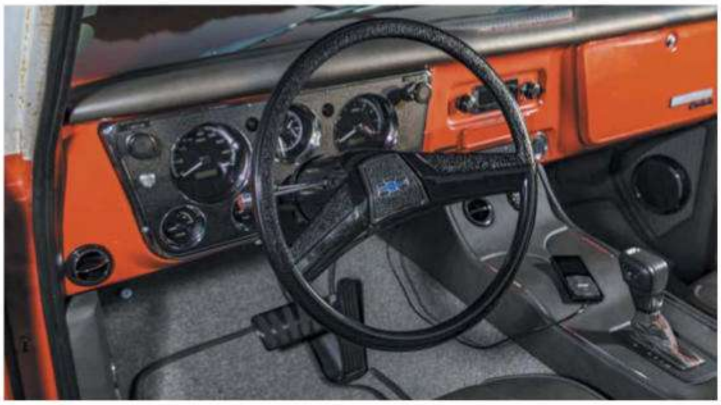
CHASSIS/ SUSPENSION
- Roadster Shop air ride chassis
- Air Lift 3P air management
- Dual Viair 485 compressors
- Firestone air bags
- Rack-and-pinion steering
- Boyd Welding fuel tank
- All work by Maz-Coat Customs in Toccoa, GA

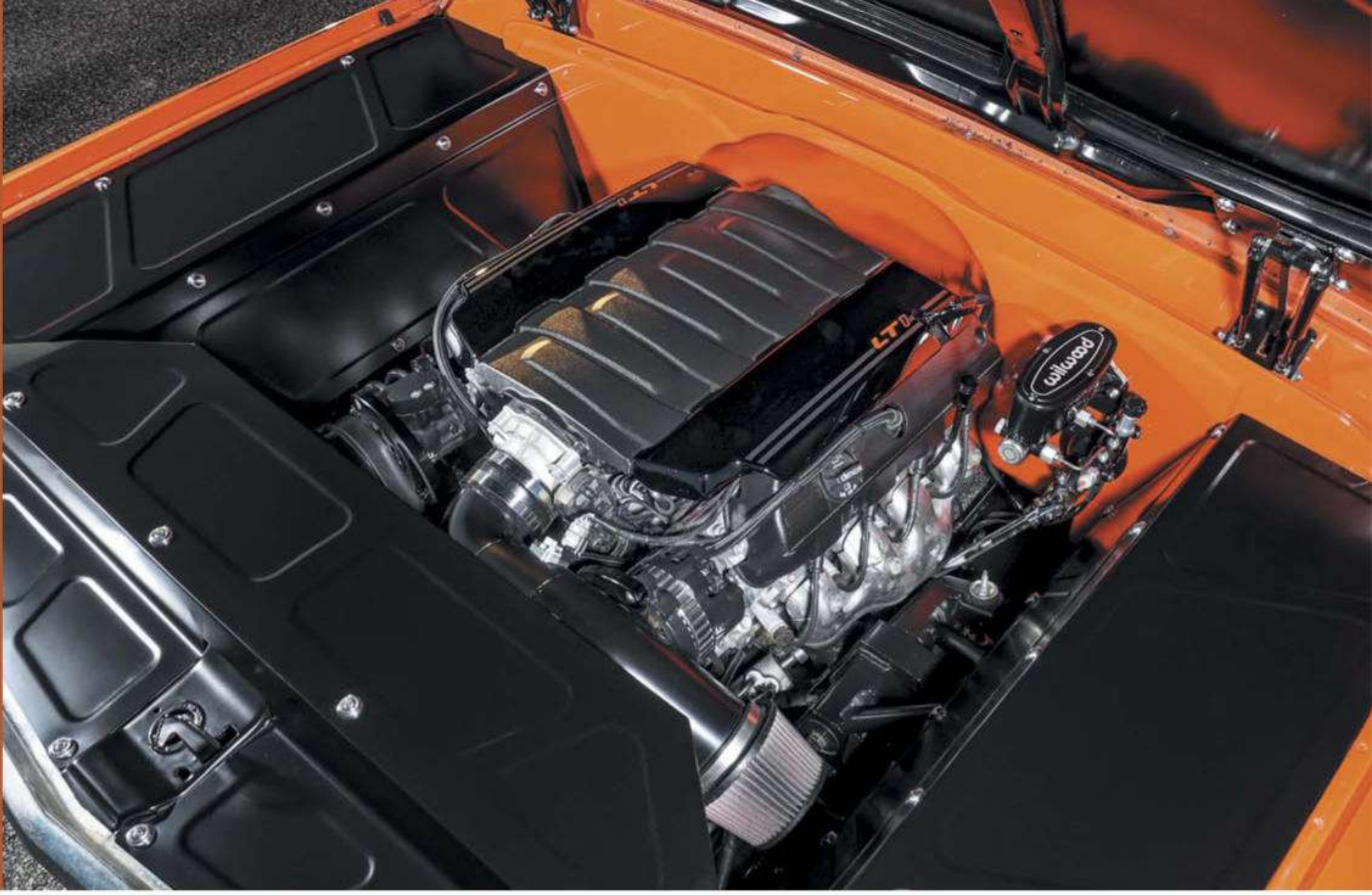
WHEEL, TIRES & BRAKES
- MTW billet Charlone 5 wheels
- 20x9.5 front with 4.5-inch backspacing
- 22x11 rear with 3.5-inch backspacing
- Lionhart LH-Five tires
- 275/35-20 front
- 305/35-22 rear
- 14-inchWilwood rotors with 6-piston front and 4-piston rear

EXTERIOR & PAINT
- Factory paint with patina
- VanNatta Fab front inner fenders
- AMD widened tubs
- AMD bed floor panels for custom bed floor
- Spray-in bedliner
- All work by Maz-Coat Customs in Toccoa, GA

INTERIOR
- Snowden bucket frames and foam
- Custom center console and door panels
- All panels wrapped in graphite leather with cloth inserts
- Dakota Digital VHX gauges
- CJ Classic Trucks 15-inch stock replica steering wheel
- Vintage Air
- RetroSound Motor 4HD radio
- All work by 626 Upholstery in Baldwin, GA







wrapped to match. New Dakota Digital VHX gauges were added as well as a CJ Classic Trucks 15-inch replica steering wheel to make the interior look brand new. A Vintage Air system and a RetroSound 4HD radio makes sure all future trips are comfortable.

Now that Maz-Coat Customs has their own shop truck to show their capabilities off at shows, they have been hitting as many events as possible with it and enjoying the response it has gotten. I knew the first time I saw this truck at a show that it had more than enough wow factor for me to shoot a full feature on it and bring it to our readers.

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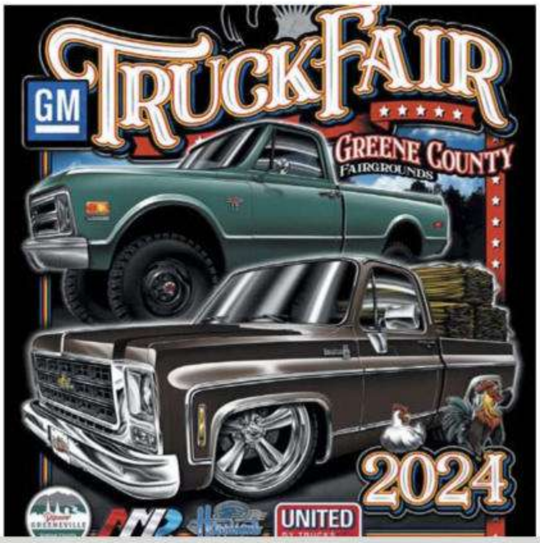
Hometown Feels with Cool Trucks

Words and Photos by ***Brandon Burrell***

SMALL TOWN AMERICA IS slowly being taken over by big cities. Finding that quiet, country-feeling town with no hustle and bustle usually takes some searching. So, when we heard of an all-GM classic truck show in a small town in the mountains, we added it to our calendar.



Tucked back in the mountains of eastern Tennessee lies Greenville—a small town that was perfect for the event. This show was brought to you by Bryan Harrison of Harrison's Rod & Custom, who is no stranger to cool GM trucks. With the help of Auto Metal Direct, the show crew put together a laid-back event that allowed showgoers and spectators to hang out and enjoy some trucks.

Friday night before the event, the crew held a VIP event on the roof of the General Morgan Inn, a restored hotel in downtown Greenville, where participants could mingle. On Saturday, the trucks rolled into the Greene County Fairgrounds where the perfect weather allowed for plenty of truck talk and catching up with fellow truck enthusiasts. One of the cool things about this event is all the winners pull up in front of the stage for awards. This way, people can see who the best of the best trucks were and snap a few photos of them as a group.

There was also a big auction that raised money for the Harrison's Rod & Custom Scholarship Fund, benefiting kids furthering their education in automotive related fields. Being able to give back to kids to help secure our hobby is commendable for sure.

For more info on this year's show or to be involved with next year's show or the scholarship, check out GMTruckFair.com or look for them as **@gmtruckfair** on social media.

Tucked back in the mountains of eastern Tennessee lies Greenville – a small town that was perfect for the event.

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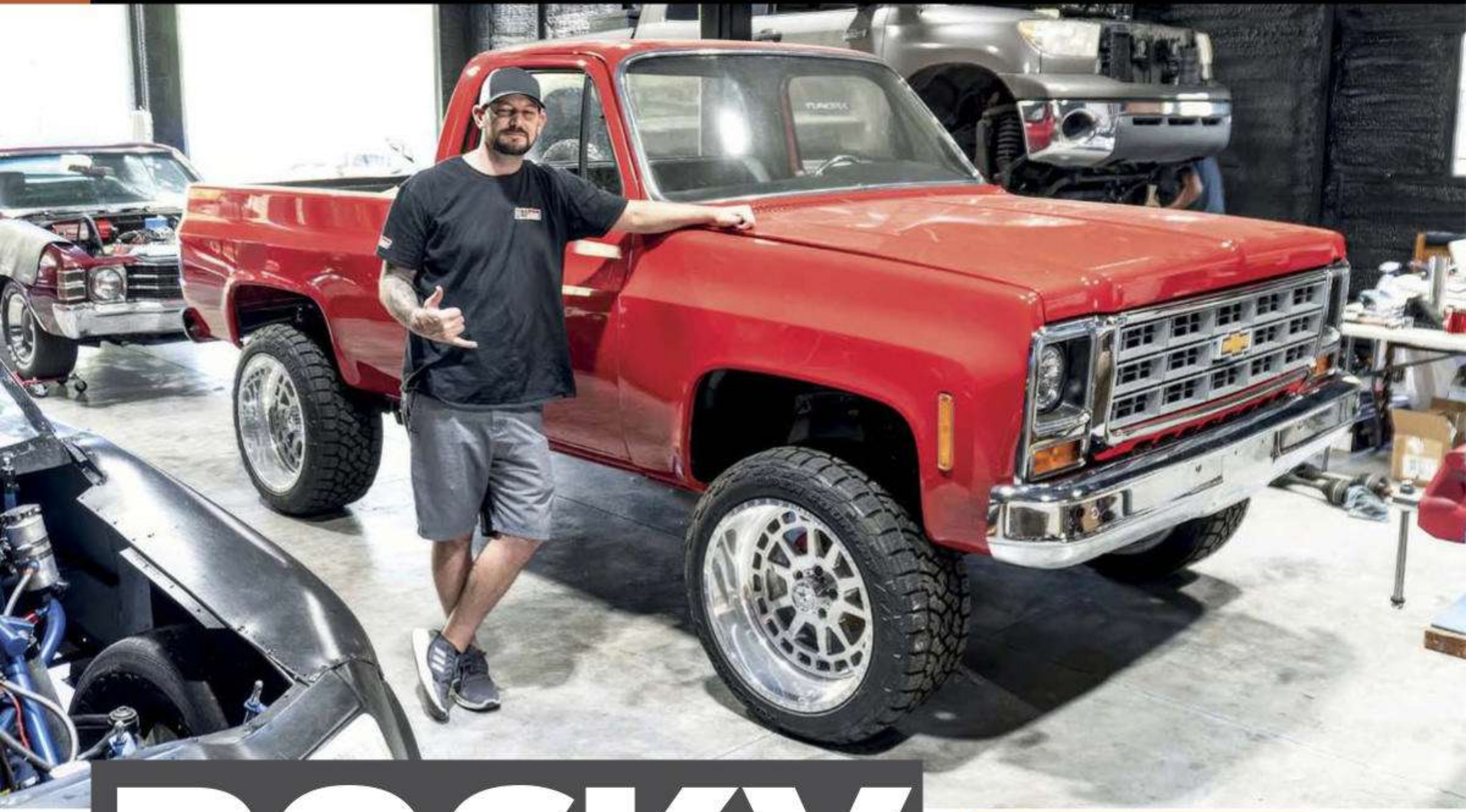
1972 Chevy Custom K20



ROCKY ON THE ROAD

SEMA Here We Come!

Words and Photos by ***Chris Hamilton***

HAVE YOU EVER HEARD THE RUMBLE of a fresh new engine firing up for the very first time? We recently had that moment with Project Rocky when we turned the key and cranked up our brand new beefed up Summit Racing 5.3-liter Gen 3 LS1. It has taken nearly two full years to get this truck to its current state, but we wanted this one to be done right with no corners cut. A full frame-off restoration went down on this 1979 Chevy C10, and the process was nothing less than painfully exciting. We experienced each and every possible emotion throughout the build that made us appreciate the process all the way to the end.

The last few weeks of the project were focused on getting all the loose ends tied up so we could finally burn some fuel. The complete wiring harness is fully installed thanks to Nick Provost at ProBros Hot Rods. Our Painless Performance wiring kit looks clean and performs perfectly, which is why the company is so well known in our industry. We also completed the fuel system by plumbing our Hot Rod Fuel Hose fuel lines and fittings and our Performance Online hydroboost braking system. Engine fluids were added, exhaust was welded up, and the local tuning shop programmed the Holley Terminator brain to perfection. The last few details included a new dash bezel from National Parts Depot with an easy modification you may need to know about one day. All that and the first drive is covered over the next few pages, so sit back and enjoy the ride!

SOURCES

Amsoil
800-777-7094
www.amsoil.com

Holley Performance
866-464-6553
www.holley.com

Lokar
877-469-7440
www.lokar.com

National Parts Depot
352-861-8700
www.npdlink.com

Painless Performance
800-423-9696
www.painlessperformance.com

Performance Online
800-638-1703
www.performanceonline.com

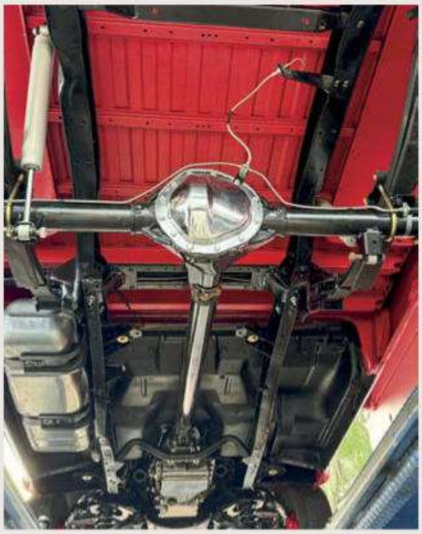
Summit Racing
800-230-3030
www.summitracing.com

01 After the install of our Painless Performance wiring harness was complete, our '79 Chevy C10 known as Project Rocky was ready to visit our local exhaust shop. Then it's off to the tuner to dial in the engine.

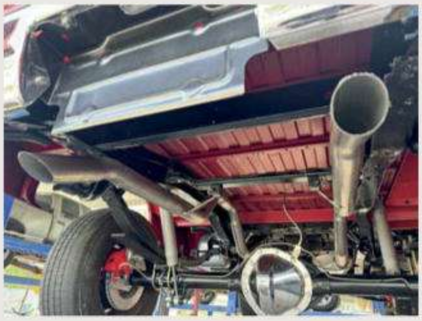
02 It doesn't suck climbing into this all new clean and fully restored cab—the TMI seat and the Ididit steering column look so stunning!

03 We had to check out these new LED headlights from United Pacific—they look so clear and bright.

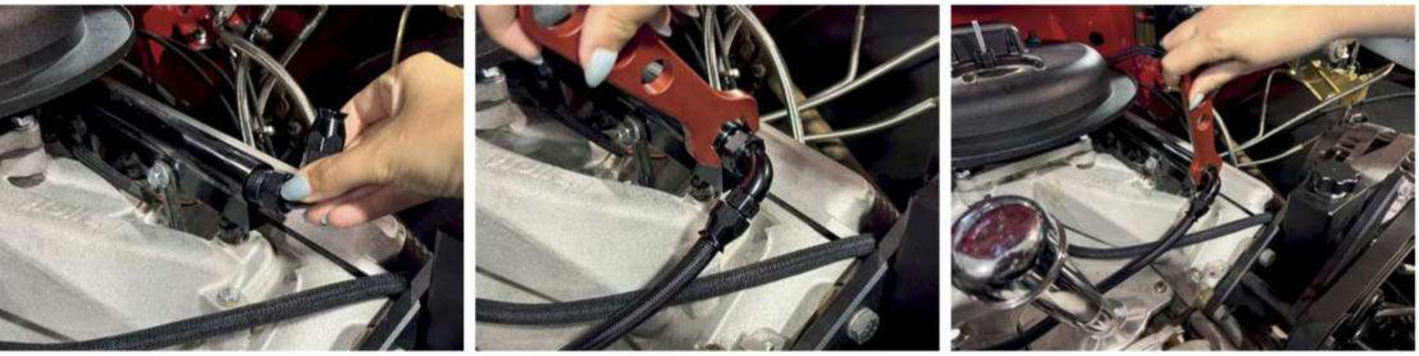
04 The only thing we needed to tell our exhaust guys was where to install the oxygen sensor, and they took it from there. I've wanted to run a set of the new Borla mufflers for a while now, so here we go!



05 There is a lot of open room under this truck, and the axle won't be in the way at all like most of the slammed trucks we work on.

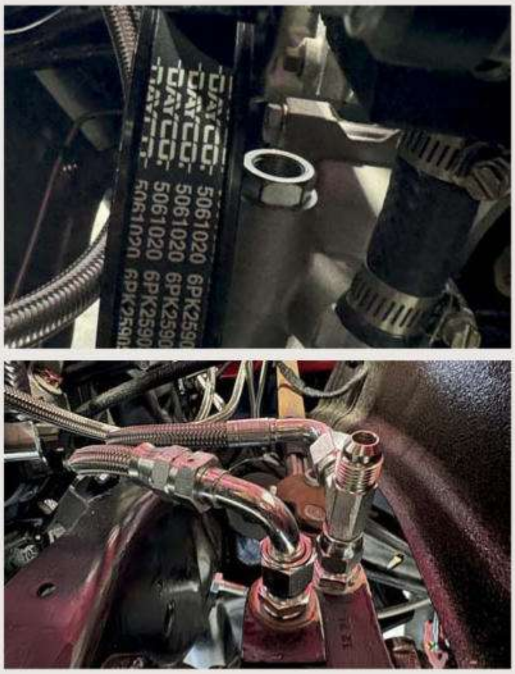


06 The exhaust came out perfectly! We decided to dump the fumes just before the rear bumper for a smooth sound and tucked appearance.



07 Next, we plumbed the fluids starting with the fuel system. We used Hot Rod Fuel Hose tools and fittings for an easy install. How nice is it when a company sells the perfect tools along with its parts?

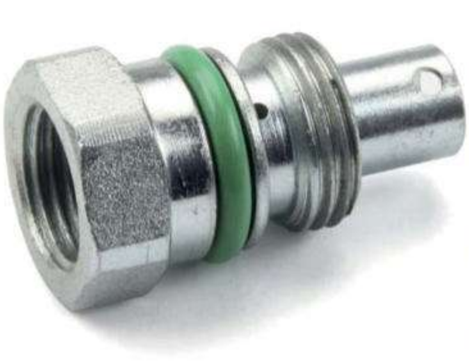
08 **ABOVE.** We also needed to add our coolant line from the block to the radiator.



09 **RIGHT.** The power steering lines were up next. We simply ran the Performance Online hydroboost hoses to the proper fittings. The only modification we needed to add was a flow reducer fitting from the type 2 power steering pump.

HotRod
FUEL HOSE
HotRod
FUEL HOSE

10 The high pressure fittings needed to be built perfectly, so we took our time to learn how these PTFE hose ends work before cutting the hose lengths.



11 If you are keeping your steering box setup and adding a type 2 power steering pump with hydroboost, we recommend changing the flow valve fitting coming out of the pump. The low-flow LS Classic Series (Part #GMLS5027) power steering pump valve will reduce flow from 3G/min to 2G/min.

12 After the Performance Online hydroboost kit was complete, we could start adding some fluid to the engine for the first time.

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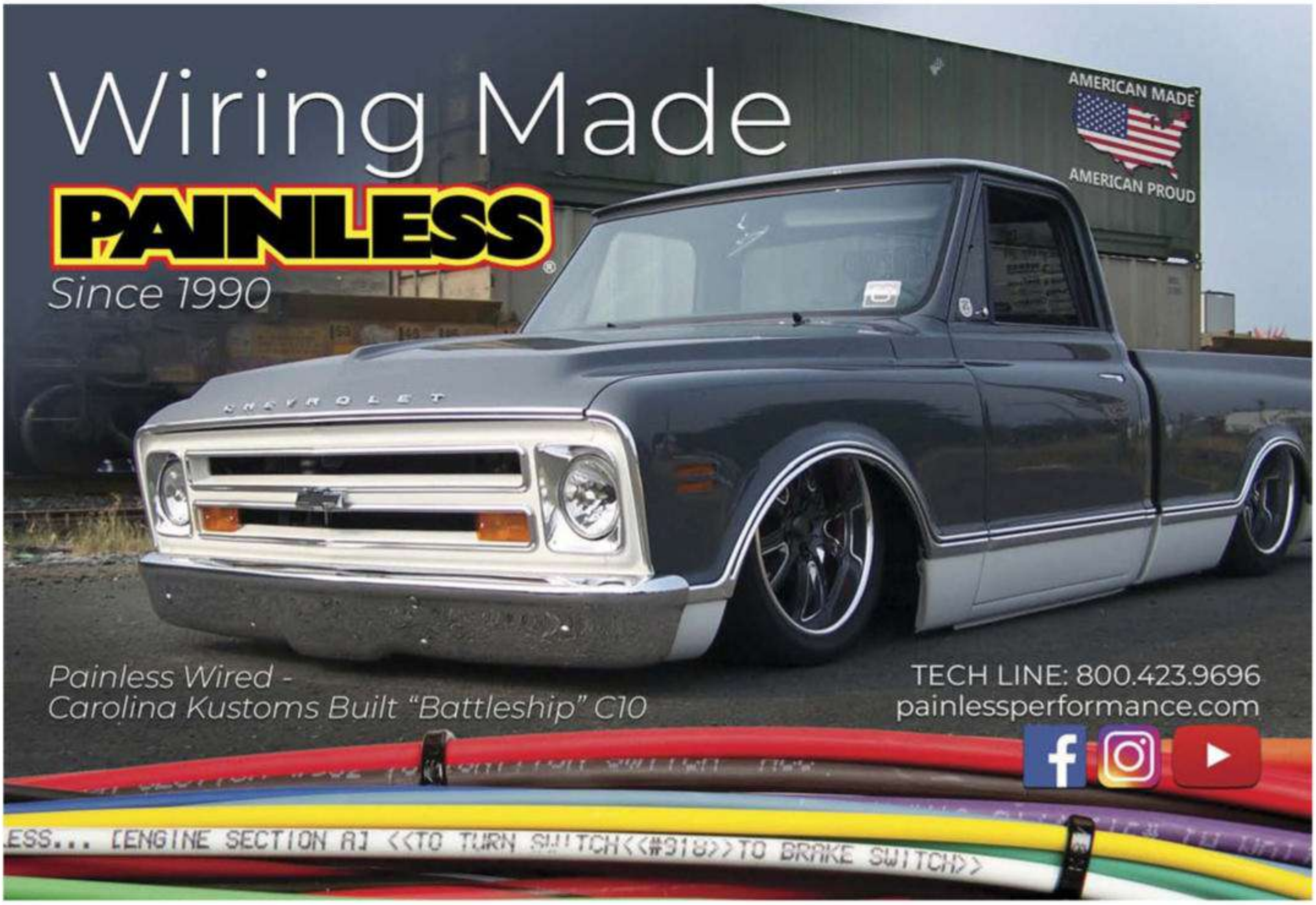
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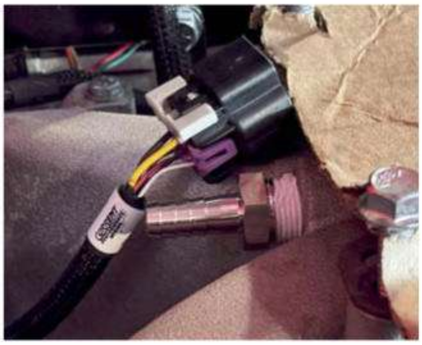
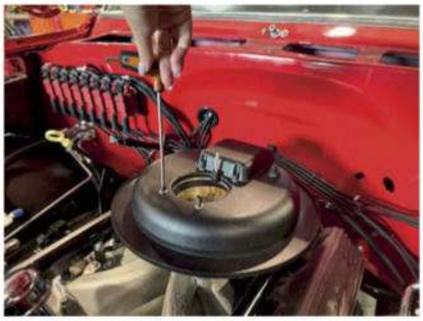


13 The last thing to complete was the vacuum line and air filter. The Edelbrock intake has a NPT fitting on the back side that we used for our vacuum line.



14 With the vacuum lines complete, we can button up the intake and prepare for startup. This Lokar LS Classic lower intake filter bracket bolts directly to our drive-by-wire throttle body.

15 Next was the easiest part: placing the new Lokar air filter.

16 We then added the filter cover with a wing nut. This Lokar LS Classic kit gave our engine bay a super unique look and will undoubtedly make some people second guess what kind of engine we have.

17 Like most projects, we chose Amsoil fluids for the entire truck. If Amsoil made fuel, we would have bought that too.

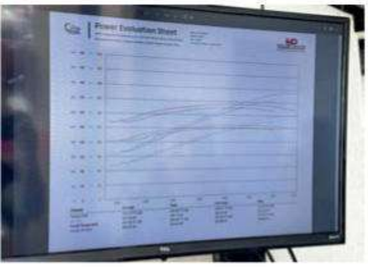
18 Synthetic power steering fluid from Amsoil gave Rocky's engine excellent lubricity and friction-reduction properties. As a result, our power steering pump components and hoses received maximum protection against wear and stress for long life and reliable performance.

19 Amsoil's antifreeze coolant comes mixed with high-purity water to prevent scale and deposits to keep our engine running clean. The transmission was filled with fluid from TCI, which came with the new transmission when we ordered it.

20
For now, we ran Mobil 1 oil in the truck just to flush it out and get it started. Once it's up and running solid, we will be draining this stuff and adding our Amsoil oil.

21
Fuel was the last fluid we needed in order to get it over to the dyno shop.

22 Jeffs Tuning and Performance knew all the right buttons to push to get this truck running and firing as it should. After a quick run through the wizard on the Holley Terminator screen, Jeff hooked up his computer and told us to stand back. It was time to hear this engine fire up for the first time!



23 It sounded amazing! The Borla mufflers have the perfect tone, and the cam that Summit Racing preinstalled in this engine from the factory is perfect. We got over 360 hp on the first pull!

24 The best part of a fresh tune is the required test drive. Off we went for the very first voyage!

25 We made it back to the shop with no problems—so exciting! Next, we had to get this dash fully installed. Our new dash bezel insert from National Parts Depot needed to be slightly modified. I'll explain why.

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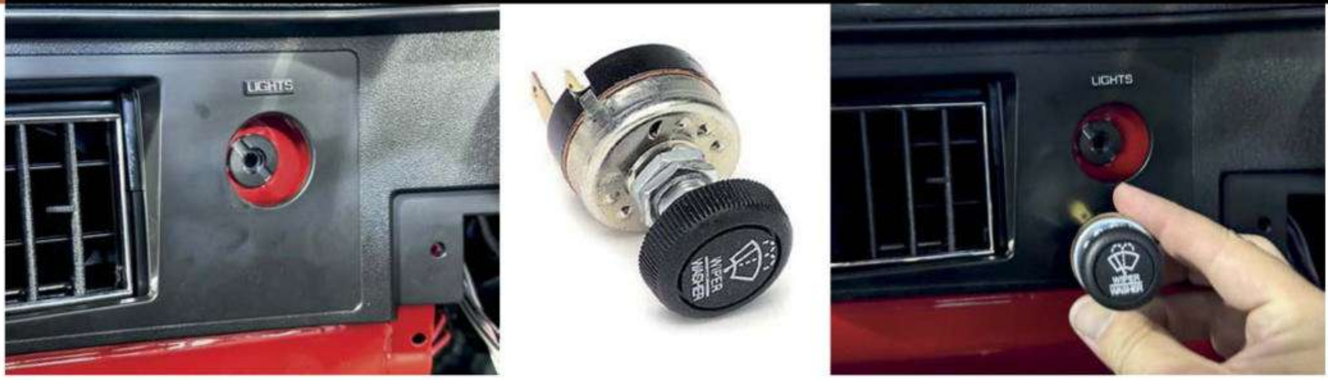
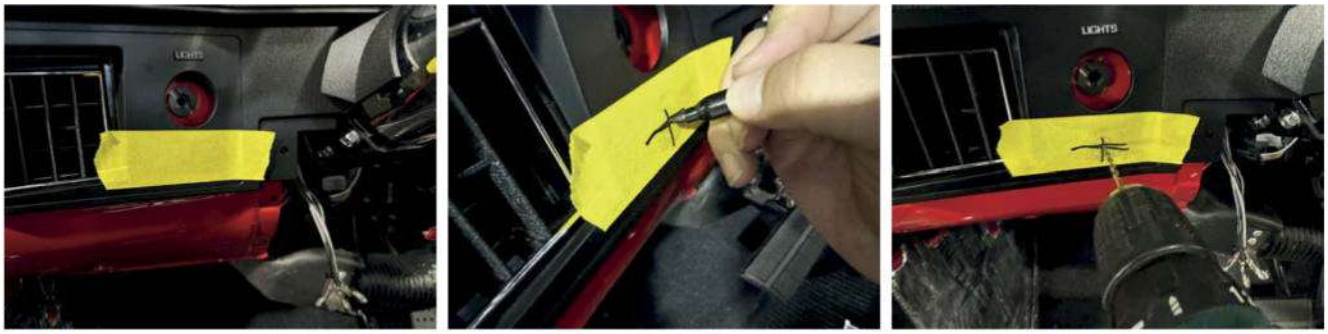

LIGHTS
WIPER WASHER
LIGHTS
WIPER WASHER

26 Certain years of these Squarebody trucks had the wiper controls on the dash, and some had it on the steering column. This truck had it on the column, although our new Ididit column did not have a wiper switch. So we ordered this universal switch from Painless Performance to mount in the dash.


LIGHTS
LIGHTS

27 We placed the National Parts Depot dash bezel in place and stuck some tape on the area we wanted to add the switch. We then marked the hole and drilled through the plastic and metal.

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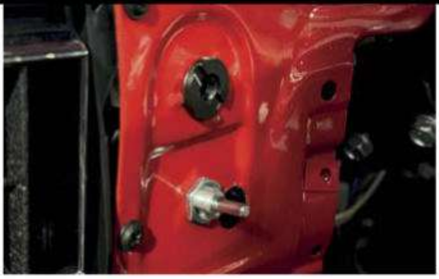
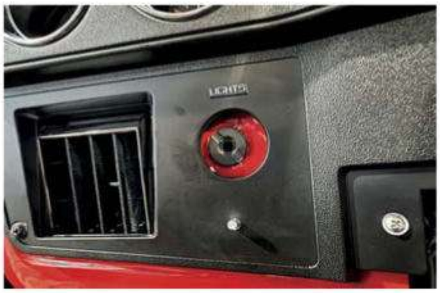
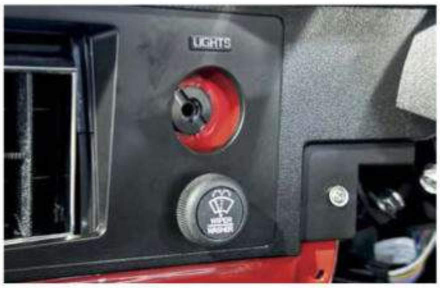


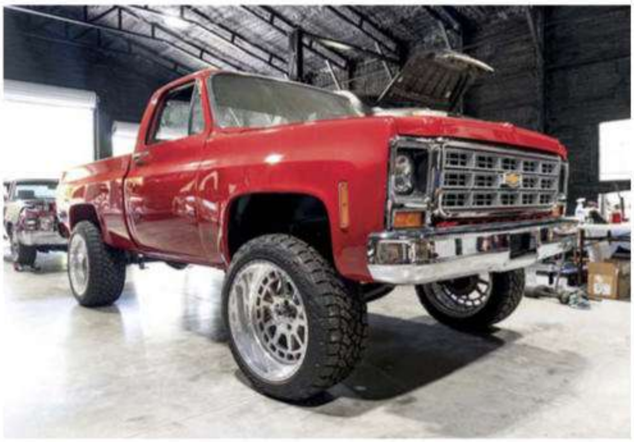
28 With the bezel removed, we used a step bit to open the hole in the metal part of the dash to mount the switch.



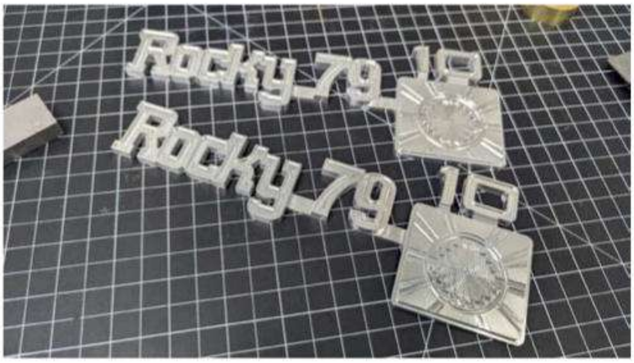
29 Next, we put the bezel back into place and slid the wiper switch shaft through the newly drilled hole in the plastic.



30 The switch looks great, and could easily pass for an OEM part. Painless Performance did a great job with this design.



31 The truck is almost done and ready for its grand debut at SEMA 2024. Who's going to see Rocky in person?



32 The last few details will be hidden until the big day, but we wanted to leave you with this teaser. How cool are these?!

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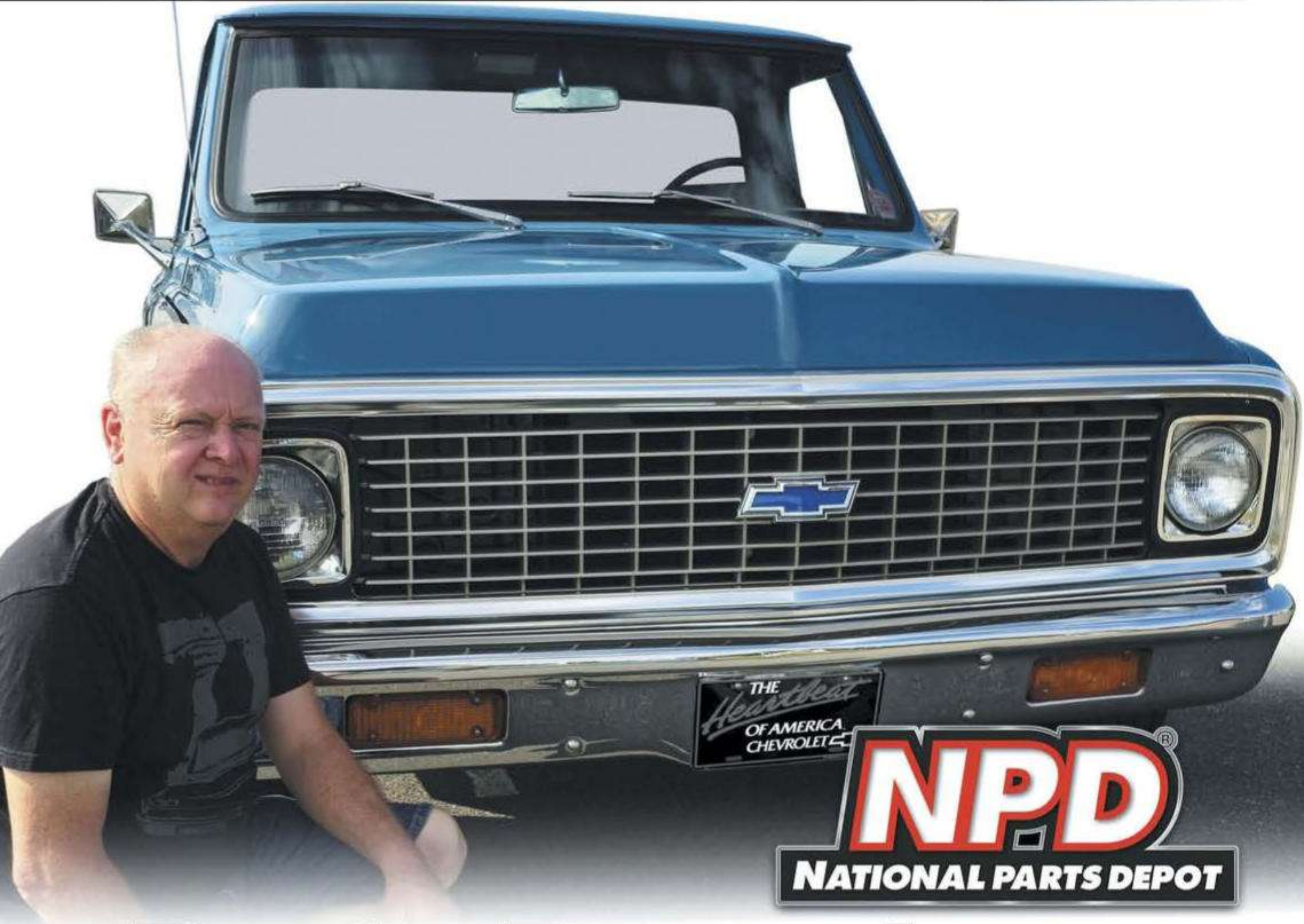
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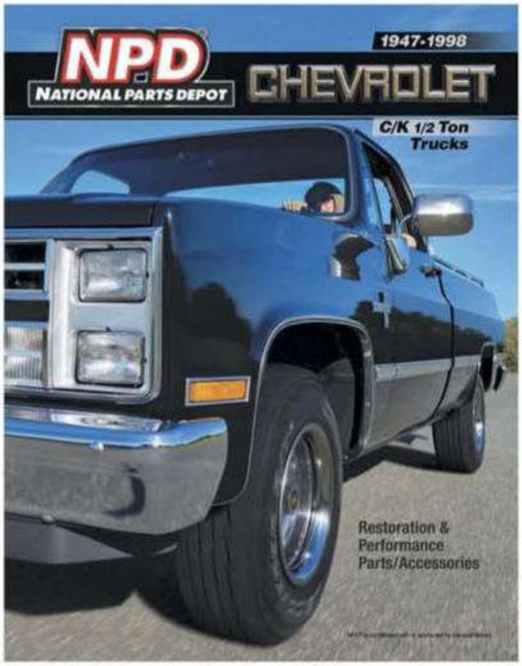
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